The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 2

C1750-1
11/2/87

4th Season... Best Ratings Ever.

The smart money is on "Who's The Boss?"

COLUMBIA/EMBASSY TELEVISION
A unit of Coca-Cola Television

57th Year 1987

Communications stocks ride the Wall Street roller coaster

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SRI ACQ
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4520 EAST-WEST HWY
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Vol. 113 No. 18

Broadcasting Nov 2

Media stocks remain down one-fifth after crash... page 31.

Gillett given conditional OK to buy Storer TV's... page 35.

Fairness suffers temporary setback... page 34.

THIRD QUARTER SLIDE ☐ Several major broadcasting companies report poor third-quarter results, due in part to soft national ad revenues. **PAGE 36.**

IN COURT ☐ Chapman Associates, which has filed suit against four of its former brokers, is denied temporary restraining order in U.S. District Court. **PAGE 38.**

A WOMAN'S PLACE ☐ According to NBC Sports, it is in announcer's booth. Florida news anchor, Gayle Sierens, is candidate for first female play-by-play announcer for televised NFL games for NBC Sports. Network has also hired Gayle Gardner as studio host and anchor for 1988 summer Olympics. **PAGE 40.**

SWEEPING SCHEDULE ☐ With start of November sweeps, three commercial broadcast networks have mix of special programing in place. **PAGE 40.**

CHILD'S PLAY ☐ Children's game shows are among new syndicated programs intended to bridge afternoon animation blocks and early evening sitcom blocks on independent TV schedules. **PAGE 48.**

TEN...NINE...EIGHT... ☐ Europe's first direct broadcast satellite is ready for launch. **PAGE 56.**

MAJOR PLAYER ☐ At Telecom 87, U.S. telecommunications industry is significant presence among 900 exhibitors from more than 70 countries. **PAGE 57.**

BACK TO WORK ☐ After 118 long days, NABET strike against NBC is over. **PAGE 61.**

HOT SEAT ☐ Much humor at expense of TCI President and CEO John Malone was exchanged last week at roast in Malone's honor, hosted by Women in Cable. **PAGE 63.**

STOCK HOP ☐ Stock swap merges Hal Roach Studios and TV program production company Robert Halmi Inc. **PAGE 66.**

PUBLIC PERSONAGE ☐ Lloyd Kaiser, who wears a number of public broadcasting hats, is dedicated to the cause that is his brand of broadcasting. **PAGE 87.**

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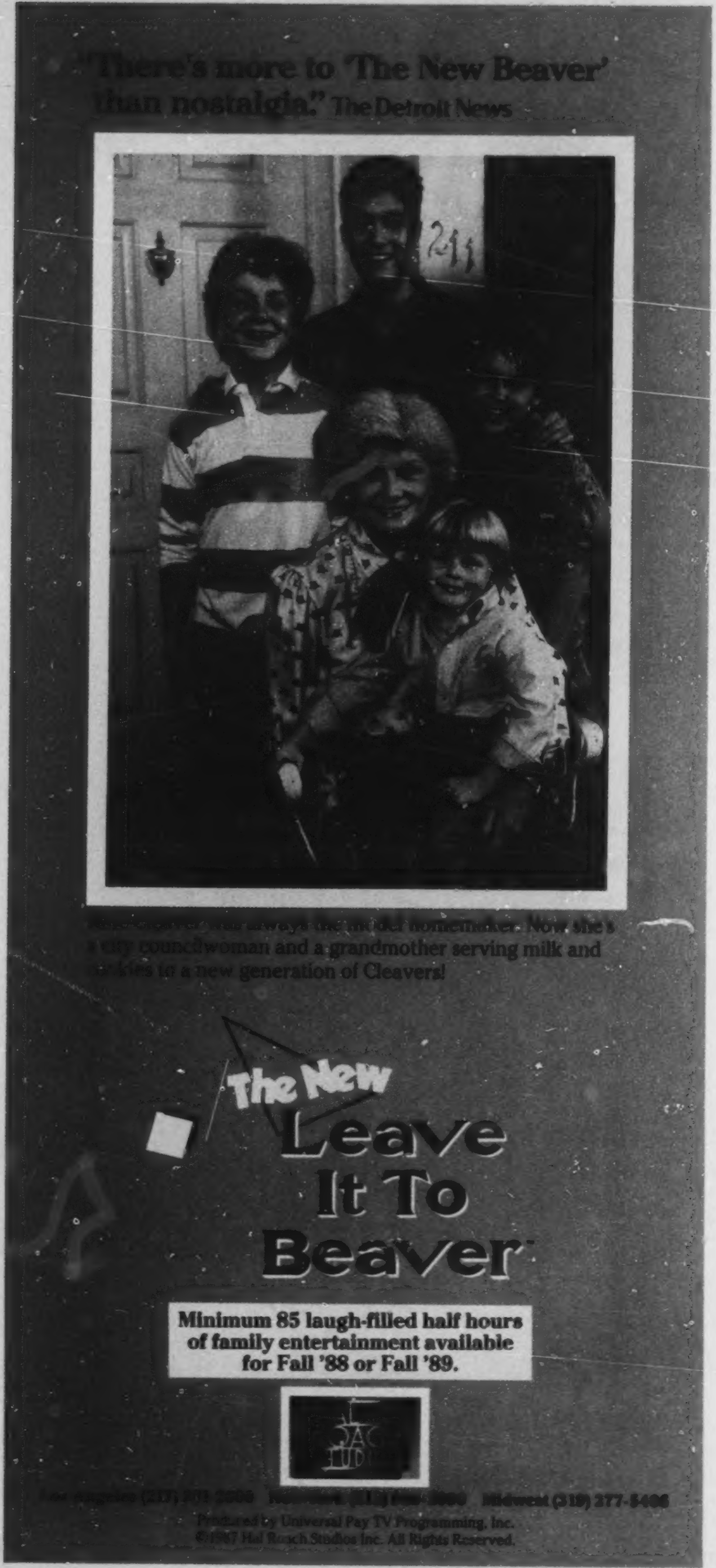
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The New Leave It To Beaver™

Minimum 85 laugh-filled half hours of family entertainment available for Fall '88 or Fall '89.

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The Fifth Estate
Broadcasting

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RADIO TELEVISION CABLE SATELLITE

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Vol. 113 No. 18

TOP OF THE WEEK

Fifth Estate firms begin stock crash recovery

Week after Oct. 19 plunge finds many media companies regaining some ground, but it's slow process

The stock market's rebound late last week helped lift some media stocks back to their feet after losses from the Oct. 19 crash were compounded by last Monday's market plunge. But most of the 148 companies tracked by BROADCASTING's "Stock Index" are still nursing substantial losses, worse than those of other industries measured by broader indices (see chart below and following two pages).

At week's end, media stocks remained down one-fifth compared to their pre-crash close, despite the dose of plusses from market rallies last Thursday and Friday.

Those still hurting the worst last week were television programers and electronics manufacturers, a breakdown of the figures shows. Broadcasters and cable companies were down but holding up slightly better, while advertisers and other service companies were off heavily.

The market's volatility also continued to take its toll on some major media deals. The latest casualty was a $114-million TV station sale by United Broadcasting Corp. to ML Media Partners, which collapsed last week after Merrill Lynch, backer of ML's "blind pool" investment fund, said it would not open a second fund to carry the purchase of two of United's three network affiliate stations. United has hired investment bank First Boston to explore alternatives to the ML sale.

Another apparent delay due to the market's shift may be Lorimar's proposed $143-million sale to management of ad agency Bozell Jacobs Kenyon Eckhardt. Previous deals canceled include a merger between United Cable and United Artists cable systems, plus the pull-out of planned public offerings by MTM Enterprises and EZ Communications. The changing market has also raised some question about the viability of Storer's 1.4 million-subscriber cable offering (see box, page 35).

Other deals apparently still intact including Continental Cablevision's $482-million purchase of American Cablesystems, Cablevision Systems's $470-million buy of Adams-Russell, Summit Communications's $200 million buy of radio group DKM Broadcasting, a merger between Western TCI and Marcus Communications and Star Cablevision's $103-million purchase of North American Communications Corp.

The possible sale of CBS Records Group to Sony Corp. for $2 billion also appeared alive last week and helped to boost CBS stock back up to $172.63 Friday. The stock, still nursing an 18% decline from its pre-crash numbers, has steadily improved since dropping nearly 28% Oct. 19. Sony closed last Friday at $29.13, still down 22% from its pre-Oct. 19 levels.

CBS revived the deal after rejecting Sony's last offer at a CBS board meeting Oct. 14, writing to the electronics manufacturer to renew serious discussions on the bid. The CBS board is scheduled to meet Wednesday, Oct. 11, and may act on the Sony proposal at that time. Sony's top management met in Tokyo last week and has another regularly scheduled meeting at the end of November.

Of the other networks, Capital Cities/-ABC was up to $334 Friday, still off 19%, but back after falling more than 22%, or

The Broadcasting 148: How They Survived the Crash

Company	52-week High	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	% drop
3M	83 1/2	56	58	61 1/2	60 1/2	59 3/4	54	55 1/2	56	57 1/8	59	−29.34
A.H. Belo	77 1/4	57 3/4	55	54 3/4	54	53	47 3/4	46	45	48	50 3/4	−34.30
Aaron Spelling Productions	13 5/8	6 5/8	5 7/8	6 5/8	6	5 1/2	5 1/8	5 1/4	5 1/8	4 3/4	5 1/2	−59.63
Acton Corp.	26 1/2	14	12 1/8	14 5/8	13 3/4	13 1/4	12 3/4	13 3/4	13 3/8	13 5/8	14 3/8	−45.76
Adams Russell	43	39 3/8	36 5/8	38 7/8	39 1/4	38 3/4	36 5/8	33 3/4	33 3/4	34 1/2	38	−11.63
All American TV	6 7/8	2	1 1/2	1 3/4	1 3/4	1 3/4	1 1/2	1 1/2	1 1/2	1 1/4	1 1/4	−81.82
AM Communications	2 7/8	7/8	11/16	11/16	11/16	11/16	11/16	11/16	5/8	5/8	5/8	−78.26
American Cablesystems	43 1/8	41 1/2	41 1/2	39 1/2	38 1/2	37 3/4	34	36	36 1/2	38 1/4	38 7/6	−9.86
American Communications & TV	3/16	1/8	1/8	1/8	3/32	1/8	1/8	3/32	3/32	3/32	3/32	−50.00
American Family	18 1/2	12 7/8	11 1/4	13	12 1/4	12 1/2	10 1/2	11 1/4	12	12 7/8	13 1/8	−29.05
American TV & Commun.	29 5/8	23 3/8	18 7/8	21 1/8	20 1/2	21 1/8	19 1/8	18 1/4	19 1/4	20 5/8	22	−25.74
Arvin Industries	39 3/4	21	19	20 1/2	19 5/8	20	18 7/8	18 1/4	18 3/8	18 3/4	19 7/8	−50.00
Associated Communications	39	31 1/2	26	28	23	23	19 1/4	20	20	22	24	−38.46
Barris Industries	19 3/4	9 5/8	7 1/4	7 1/4	6 3/4	6 3/4	5 3/4	5 1/8	5 5/8	6 7/8	7 3/8	−62.66
Burnup & Sims	7 5/8	6 3/4	4	5	4 7/8	5 3/8	5	5	5	5 1/8	6	−21.31
Business Men's Assurance	48 1/4	41	37	37 1/4	35 1/2	33	30 1/2	32	31 1/2	35	35 3/4	−25.91
C-Cor Electronics	12 1/4	7 1/2	5 1/2	6 1/4	6	5 5/8	5 1/2	6	5 1/2	6 1/4	6 1/2	−46.94
Cable TV Industries	3	2 1/2	2	2 1/8	2	1 7/8	1 7/8	1 3/4	1 3/4	1 3/4	1 7/8	−37.50
Cablevision Systems 'A'	32 1/4	24 5/8	24 5/8	24	22 1/8	21 1/4	16	17 1/4	17	18 3/4	21 3/8	−33.72
Capital Cities/ABC	450	356	343	355 1/2	340	336 1/2	306	322	319 1/2	330	334	−25.78
CBS	226 1/4	152 1/2	155	168 3/4	166	159 1/4	145 3/8	153 7/8	163	170	172 5/8	−23.70
Centel Corp.	75 1/2	53 7/8	50 1/4	54 1/2	55 1/4	55	53 3/4	54	53 1/2	54	56 1/8	−25.66
Century Communications	21 3/4	19	14 1/4	14	13	12 3/4	11 1/2	11 1/4	11	11 1/2	13	−40.23
Cetec	6 5/8	4 7/8	4 1/8	4 1/2	4	4 1/8	4 1/8	4 1/4	4	4 1/8	4 1/2	−32.08
Chris-Craft	29 1/2	15 1/2	13 1/4	16 1/4	15 1/8	14 5/8	12 3/4	13 1/2	13	14	17	−42.38
Chyron	8	4 5/8	4 3/4	5	4 5/8	4 3/4	3/8	4 3/8	4 1/8	4 1/4	4 7/8	−39.06
Clear Channel Communications	18 3/4	13 1/8	11 3/8	14	12 3/4	12 1/4	11	11	10 5/8	10 5/8	12 3/8	−34.00
CMX Corp.	2 1/4	1 3/8	1 1/8	1 1/4	1 1/8	1 1/8	1	1	1	1	1	−55.56
Coca-Cola	53 1/8	30 1/2	36 1/2	41 1/4	40 1/2	39 3/4	36 1/4	37 1/2	38 3/4	42	41 1/4	−22.35
Cohu	9 3/8	6 5/8	5 1/8	6 3/8	5 3/4	5 7/8	5	6	5 3/4	5 3/4	6 1/4	−33.33
Color Systems	22 1/2	4 5/8	4 3/8	5 3/4	4 3/4	4 1/2	3 1/4	3 1/2	4 1/8	3 5/8	3 7/8	−82.78
Comcast	27 1/8	23 5/8	17 5/8	20 5/8	18 3/4	18 3/8	17 1/4	16 5/8	16 3/8	17 1/2	18 3/4	−30.88

The Broadcasting 148

Company	52-week High	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	% drop
Compact Video	5 1/2	4	3 1/8	2 7/8	2 1/2	2 5/8	2 1/2	2	2	2	2 1/2	-54.55
Comsat	34 5/8	27	22	27	26 1/4	25 3/4	24 5/8	24 5/8	23 7/8	24 5/8	26	-24.91
CVN Cos.	32 3/4	13 1/4	10 3/4	11 1/4	9 3/8	8 7/8	8 1/2	8 1/2	8 5/8	8 5/8	9 3/8	-71.37
De Laurentiis Entertainment	15	3 7/8	3 1/2	4	3 7/8	3 3/4	2 1/2	3	3 1/4	3 1/8	3 1/8	-79.17
dick clark productions	8 1/8	5 3/4	5 1/8	6	6 1/8	5 1/2	5 1/8	5	4 5/8	4 1/8	4 1/4	-47.69
Disney	82 1/2	46	49 3/4	59 1/4	52 7/8	51	46	48	48 1/2	51 3/8	55 1/4	-33.03
Dow Jones & Co.	56 1/4	28 7/8	32 7/8	35 1/2	33 1/2	33	30 1/2	30 1/4	30	33 1/4	36	-36.00
Dun & Bradstreet	71 3/4	51	50 1/4	53	49 1/4	53	47 1/2	46 3/4	49	51	51 1/4	-28.57
Durham Corp.	34	27 3/4	25	25	23 3/4	23 5/8	23 1/2	21 3/4	20 1/4	20 1/2	22 1/4	-34.56
Eastman Kodak	70 5/8	62 7/8	52	57 1/2	46 1/4	54 3/4	50	50 3/4	52 7/8	55 1/4	55 3/4	-21.06
Entertainment Marketing	19 3/8	4 1/2	3 3/4	4 3/4	4 5/8	5 1/4	4 3/8	3 7/8	3 5/8	3 7/8	4 1/8	-78.71
Essex Communications	24 1/4	22	14 3/4	16 7/8	17	16	13 3/4	14	12 3/4	12 1/2	14 1/4	-41.24
Falcon Cable Systems	20 1/4	16 1/8	16 1/4	17 1/8	16	16 3/4	14 7/8	15	15	16	16 5/8	-17.90
Financial News Network	14 1/2	8 1/4	6 1/2	6 7/8	5 7/8	5 3/4	3 5/8	5	5 3/8	6 3/8	6 7/8	-52.59
Foote Cone & Belding	69 1/2	47 5/8	47 1/2	48 1/2	47 1/2	48 1/4	46 5/8	47 1/2	46 1/2	47	47	-32.37
Fries Entertainment	5 7/8	2 1/2	2 1/4	2 5/8	2 3/4	2 3/8	2	2 3/8	2 1/8	2 1/8	2 1/2	-57.45
Gannett Co.	56 1/4	32 3/4	34 3/4	38 5/8	36 5/8	36	33 3/8	34 3/4	35 1/2	36 5/8	39	-30.67
General Instrument	47 7/8	29 3/8	24 1/8	27 1/2	24	24	22	22 1/4	23 3/8	27	30 1/8	-37.08
GenCorp	120	82 1/2	77	76	72 1/2	68	65	64 3/4	59 3/4	64	69 3/4	-41.88
General Electric	66 3/8	41 7/8	45 3/8	50 1/2	47 1/8	46 5/8	42 5/8	43 3/4	43 7/8	45 5/8	47 3/8	-28.62
Geotel Inc.	2 1/4	1 3/8	1 1/4	1 1/4	1 1/4	1 1/4	1 1/8	1	1	1	1	-55.56
Gray Communications	223	183	175	169	153	153	153	153	153	153	153	-31.39
Grey Advertising	138	124	115	115	111	111	105	104	100	93	101	-26.81
Gulf + Western	93 1/2	63 3/4	61 1/2	66 3/4	62 1/2	64	59 3/4	62 1/2	63	66 3/4	69 1/2	-25.67
Hal Roach Studios	12 1/2	6 1/4	4 1/4	5 1/2	5	4 3/4	4 1/2	4	4 1/4	4 1/4	4 1/4	-66.00
Harris Corp.	42 3/4	27 3/4	25 7/8	28 1/4	25 3/4	26 1/2	24	25 1/2	24 7/8	26	27 3/4	-35.09
Heritage Entertainment	10 1/8	4 1/8	3 1/4	3 7/8	3 5/8	3 7/8	3 5/8	3 1/2	3 1/8	2 7/8	3 1/4	-67.90
Home Shopping Network	47	7 7/8	6 1/2	7 7/8	7 1/4	6 1/2	5 3/8	5 5/8	5 3/4	6 1/4	6 3/4	-85.64
IDB Communications	17 3/4	12 1/2	10 3/8	11	10 1/2	10 1/2	6 3/4	8 5/8	7 1/4	8 3/4	9 1/4	-47.89
Infinity Broadcasting	27	20 1/4	14 1/2	17	16 3/4	16 1/2	15	16 1/2	15 3/8	15 1/2	17	-37.04
Interpublic Group	43 1/2	28 1/2	27	29 7/8	27 1/2	28	25 1/2	25 7/8	24	25 1/2	27 1/2	-36.78
Jacor Communications	8 3/8	7 1/8	5 7/8	6 1/4	6 1/8	5 5/8	5 1/2	5 3/8	5 1/4	5 1/4	5 5/8	-32.84
Jefferson-Pilot	42 1/2	28 1/2	28	29 1/2	28	29 1/8	26 3/4	27 1/2	27 1/4	29 1/4	31 1/4	-26.47
Jones Intercable	16 1/8	13	10 3/4	11 1/4	10 3/4	10	9 1/8	8 3/8	8	8 1/8	9 5/8	-40.31
King World Productions	33 1/4	17 3/4	16 1/4	20 3/4	18 3/4	18 3/8	14 1/8	15	13 3/4	16	17 1/8	-48.50
Knight-Ridder	61 1/4	43 3/8	39	44 7/8	42 3/4	39 7/8	34 1/2	33 5/8	35	37 1/4	39 1/4	-35.92
Laurel Entertainment	9	2 1/2	1 7/8	2 1/8	2	1 7/8	1 5/8	1 3/8	1 1/8	1 1/4	1 3/8	-84.72
Lee Enterprises	29 7/8	25 1/2	24	24 1/2	22 1/2	22 1/2	20 3/8	20 3/8	21	22 1/8	24 1/4	-18.83
Liberty Corp.	53	39 3/4	37	40	38 5/8	37 1/2	35 1/4	34	33	34 3/4	37	-30.19
LIN Broadcasting	51	46	36 3/8	[illegible]	39 1/2	39 1/2	34 1/4	34 1/2	35 1/8	38 1/2	41 5/8	-18.38
Lorimar-Telepictures	23 1/2	8 1/4	8 1/2	10	8 3/8	8 1/4	6 3/4	7 1/8	7	7 1/4	8	-65.96
Maclean Hunter 'X'	25 5/8	19	16 1/2	19 3/4	19 1/4	19 1/2	17 1/2	17 3/4	17 1/2	17 3/4	18 5/8	-27.32
Malrite	13 1/2	9 1/4	6 3/4	7	6 3/4	7	5 1/4	5 1/4	5 1/4	5 1/4	7 1/2	-44.44
Malrite 'A'	13 1/2	9	6 7/8	6 3/4	6 1/4	6	5	5	4 3/4	5 1/4	6 3/4	-50.00
MCA	64 1/2	38 3/4	37	39 7/8	40	38 1/8	33 1/8	35 1/4	35	37 3/4	39 1/4	-39.15
McGraw-Hill	84 1/2	54	52 1/4	58	54 3/4	54 3/4	49 3/4	50 3/4	51	52 1/2	54 5/8	-35.36
Media General	48 1/4	35 3/8	30 5/8	33 3/4	31 3/4	31 3/8	26 1/4	24 1/4	26	28 1/2	32 3/4	-32.12
Meredith Corp.	43 1/4	30	28	28 1/2	29	28	26	26 1/2	25 3/4	27 3/4	29 1/4	-32.37
MGM/UA Communications	14 1/8	8 7/8	7 1/2	8 5/8	8	7 7/8	7 1/2	7 1/4	7	6 7/8	7 1/8	-49.56
Microdyne	5	3 7/8	3 1/4	3 3/8	3	2 7/8	2	2 1/4	2 1/2	2 1/2	2 3/4	-45.00
Motorola	74	52 5/8	50	49 3/8	43 3/4	43 3/8	36	38 1/2	41	44 1/2	46 3/4	-36.82
Multimedia	74 1/2	65 3/4	50	48 3/4	47 1/4	47 1/2	42	43 1/4	39 5/8	45	47	-36.91
North American Philips	55 3/4	54 3/4	54 5/8	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	55 1/2	-00.45
Nelson Holdings	2 5/8	1 1/4	1 1/8	1 5/8	1 1/8	1 1/4	1 1/8	1 1/8	1 1/8	1 1/8	1 1/4	-52.38
New World Entertainment	15	5 1/2	4 1/2	5	4 1/4	4 3/4	3 3/4	3 3/4	4 1/4	4 1/2	4 3/4	-68.33
New York Times	49 5/8	29 1/2	32 1/4	34 3/8	32 3/4	31 1/2	29 1/4	29 1/2	30	30 1/4	30	-39.55
News Corp. Ltd.	35 5/8	22	16	21	19 1/2	18	15 1/2	15 1/4	16	14 1/2	15 1/2	-56.49
Oak Industries	2	1 1/8	1	1 1/4	1 1/8	1 1/8	1	1 1/8	1	1	1 1/8	-43.75
Ogilvy Group	45 1/4	30 3/4	25 1/4	25 3/4	25 1/4	25 3/4	24	24	22 1/4	23	24	-46.96

nearly 100 points, much of it in the week following the initial declines. NBC parent General Electric was also back up to $47.38 at Friday's close, still some 19% off, but recovering from a 28% drop Oct. 19.

Among the worst hit stocks was Rupert Murdoch's News Corp., whose holdings include the Fox network and 20th Century Fox studios as well as extensive publishing operations. News Corp. was off 53% at $15.50 on Friday's close, much of the decline also coming in the days after the Oct. 19 crash.

Proving stronger was the cable industry's largest multiple system operator, Tele-Communications Inc., which picked up steam late last week to close at $22.25 Friday, off only 5%, while number-two MSO, American Television & Communications, was off only 7% Friday, closing at $22. Turner Broadcasting's primary stock was off 18% Friday, closing at $10.75.

The industry group probably the most savaged by the market declines was television program producers, particularly independents, with the largest losses coming in the days following the crash and few signs of recovery in the late-week rebound.

Lorimar-Telepictures was still off some 45% at last Friday's close at $8.25, after having lost 43% in the initial decline and then slipping further early last week. Other programers facing stock value declines of 45%-65% or more included Laurel Entertainment, Reeves Communications, Peregrine Entertainment and Western World.

Hal Roach Studios and Robert Halmi Inc., which announced a planned merger the day of the crash (see page 66) were off 43% and 46%, respectively. Also trying to stem declines were Aaron Spelling Productions (off 37% Friday), Tri-Star Pictures (-35%), Republic Pictures (-38%), De Laurentiis Entertainment (-38%) and dick clark productions (-19%). Off one-third or more at closing last Friday were Orion Pictures, New World Entertainment, King World and Barris Industries.

Among the major studios, MGM/UA took the biggest percentage losses, still off more than 37% last Friday at $7.13, down from its Oct. 19 $8.88 close. Warner Communications was working its way back up from a low of $19.63 to $27.38 at Friday's close, still well off its $35.25 pre-crash price. MCA was off about 26%, closing Friday at $39.25, and Disney closed Friday at $55.25, working its way back to 24%, off from an initial 36% decline.

Faring better among the studios were Gulf + Western, off its pre-crash close by around 19%, and Coca-Cola, back up to $41.25, only 8% off after its initial one-third decline.

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Company	52-week High	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 26	Oct 27	Oct 28	Oct 29	Oct 30	% drop
Olympic Broadcast	8 1/4	6	6	6	5 1/2	5 1/2	5 1/4	4 3/4	4	4	4	−51.52
Omnicom Group	28 3/4	23	19 1/4	19 1/2	19 1/8	18 5/8	17 5/8	17 5/8	17	16 7/8	16 7/8	−41.30
Orion Pictures	19 3/8	10	8 1/2	9 3/8	9	8 3/4	7 1/4	8	7 3/4	8	8 7/8	−54.19
Osborn Communications	10 1/2	7 3/4	5 1/2	5 3/4	5 1/2	5 1/2	4 3/4	4 1/2	4 1/2	5 1/4	5 3/4	−45.24
Outlet Communications	20	16 1/2	13 1/2	13	12	12	9 1/2	9 1/4	10	9 3/4	9 1/4	−53.75
Park Communications	36 1/2	34 1/2	30	30 1/2	30	29	27 1/2	27 3/4	25 1/2	26 1/2	26 1/2	−27.40
Peregrine Entertainment	14 3/4	5 3/4	3 3/8	4 1/4	3	2 3/4	2	2	2 1/4	2 1/2	3 1/8	−78.81
Pico Products	9	4 1/2	4	5 1/4	5	4 5/8	4	3 3/4	3 3/4	3 7/8	4 5/8	−48.61
Playboy Enterprises	16 3/8	10 7/8	10 1/2	11 1/4	10 3/4	10 3/4	10 5/8	10 1/2	10 1/8	10	10 1/8	−38.17
Price Communications	13 1/8	11	10 1/8	10 5/8	10 1/4	9 7/8	9 3/4	10	9 7/8	10 1/4	10 3/8	−20.95
Pulitzer Publishing	45 1/2	41	35 1/2	36 3/4	36 1/2	34 3/4	30	30	30	30	35	−23.08
QVC Network	26	7 1/2	6	6 1/2	6	5 3/8	4 5/8	4 5/8	4 3/4	5	5 7/8	−77.40
Reeves Communications	13 7/8	9 1/2	7 7/8	7 5/8	6 1/2	6 1/4	5 1/2	4 5/8	4 3/8	5	5 1/8	−63.06
Reliance Group Holdings	11 1/2	6 5/8	6 1/8	6 1/4	6 5/8	6 5/8	5 3/4	5 1/2	5 3/8	5 7/8	6 7/8	−40.22
Republic Pictures 'A'	11 1/8	7 1/2	6 3/4	6 1/2	6 1/8	5 5/8	4 3/4	4 3/4	4 1/2	4 3/8	4 1/2	−59.55
Republic Pictures 'B'	10 1/2	8 3/4	8 3/4	8 3/4	7	7	6 1/2	6 1/2	6 1/2	6 1/2	6 1/2	−38.10
Reuters Ltd.	90 5/8	74 1/2	49 1/4	56 3/4	54 5/8	54	46 7/8	47 1/2	42 3/4	43 3/4	49 1/4	−45.66
Robert Halmi	4 1/2	2 3/8	2	2 1/8	2	1 7/8	1 3/4	1 3/4	1 5/8	1 1/2	1 3/4	−61.11
Rogers Cable of America	23 7/8	22 1/8	16 7/8	17 3/8	16 3/8	16	15 1/8	15 3/8	14 5/8	16 1/4	17 1/4	−27.75
Saatchi & Saatchi	40 1/2	25 7/8	20 3/8	21 3/8	19 3/4	19	17	18	18	18 5/8	18 7/8	−53.40
Satellite Music Network	7	2 7/8	2	2 3/8	2	2 1/8	2	1 7/8	113/16	1 7/8	1 7/8	−73.21
Scientific-Atlanta	20 1/4	9 3/4	9 1/8	10 1/2	10 5/8	10 5/8	9 1/2	9	8 3/4	9 3/8	10 3/4	−46.91
Scripps Howard	88	78 1/2	78	79	74	75 1/4	74	74	76	72	76	−13.64
Selkirk Communications	26 1/2	31	29	31	29	24	22	21	19 1/2	21 1/2	22	−16.98
Sony Corp.	38 3/4	32 7/8	29 3/4	33 3/4	29 3/4	30 1/8	25 1/8	29 1/2	27	28 3/4	29 1/8	−24.84
Stauffer Communications		145	145	145	145	145	145	145	155	155	155	−12.43
SunGroup Inc.	3 1/2	2	1 3/4	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	1 1/2	−57.14
TCA Cable TV	30 1/4	29	21 1/2	22 3/4	22 1/4	23 1/8	21 3/4	21 1/4	20 1/4	19 3/4	22 3/4	−24.79
Tech/Ops Inc.	38 5/8	29 1/2	27 1/4	27 1/2	26 3/4	26	25	23 1/8	21	20 1/4	21 3/4	−43.69
Tektronix	43 1/4	31 1/4	29 1/2	32	30	27 1/2	25 3/4	26 1/2	26	27 3/8	31	−28.32
Tele-Communications	40 1/4	22 5/8	17 3/8	21	20	20 1/4	18 7/8	18 3/4	18 5/8	20 3/4	22 1/4	−44.72
Telecrafter	7 1/2	5 1/4	4 1/4	4 1/4	4 1/4	4 1/8	4	3 1/2	2 3/4	3	3 7/8	−48.33
Telemation	4 3/4	2 1/2	2 1/2	2 1/2	2 7/8	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	2 1/2	−47.37
Telemundo	10 5/8	10	8	8	7 1/2	7	6 1/2	5 3/4	6 1/8	6 1/8	6	−43.53
TEMPO Enterprises	13 3/8	5 3/4	4 7/8	5 1/8	5	5	4 1/2	4 1/2	4 3/8	4 3/8	4 3/4	−64.49
Time Inc.	116 7/8	81	83 3/4	88 3/4	81 1/2	82	76	77	75 1/2	80 1/2	82 1/2	−29.41
Times Mirror	105 7/8	68	68 1/2	74 1/2	74 3/4	74 1/8	70 1/4	70 1/4	71 1/2	72	74 1/2	−29.63
TM Communications	3 1/8	2 1/4	2	1 3/4	1 3/8	1 1/2	1 3/8	1 1/8	1 3/8	1 1/2	1 3/8	−56.00
TPC Communications	7/8	3/8	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	1/4	−71.43
Tri-Star Pictures	16 1/8	14	9 1/2	11 1/8	10 1/2	10 1/2	9 1/8	8 7/8	8 1/2	8 3/8	9 1/4	−42.64
Tribune	49 3/4	30 1/4	34 1/2	38 3/4	36 1/4	36 5/8	34 1/8	32 1/4	30 3/4	32	33 1/4	−33.17
Turner Broadcasting 'A'	13 1/2	12	11 1/4	12	11 7/8	11 7/8	11 3/4	11 5/8	9 1/4	9 7/8	10 3/4	−20.37
Turner Broadcasting 'B'	13 1/4	13	11	11 1/8	11 1/8	10 1/2	9 3/4	9 5/8	8 1/4	8 1/2	9	−32.08
TVX Broadcast Group	11 1/4	7 1/2	7 1/4	7 1/4	6 5/8	6 1/2	6	6 1/2	5 3/4	5 3/4	6	−46.67
United Artists Communications	30 3/8	24 1/2	19 1/2	20 1/2	20	18	17	16	14 3/4	17 1/2	18 1/4	−39.92
United Cable TV	26 7/8	21	19 5/8	23 1/2	23	25	19 1/2	19	19	22	21	−21.86
United Television	34 1/2	29 1/4	20 1/2	21 1/4	20	18 3/4	18 1/4	15	14 3/4	15 1/4	20	−42.03
Unitel Video	11 7/8	8 3/4	7 5/8	7 7/8	8 1/4	8 1/2	7 5/8	7 5/8	8	7 3/4	8 3/8	−29.47
Varian Associates	39 3/4	23 1/8	23 1/2	25 1/4	24 3/4	24 1/4	23	22 1/4	21 3/4	22 1/2	24 3/4	−37.74
Viacom	55 1/2	17	15 3/4	17 3/8	15 3/4	16	12	12	10 7/8	13	16 3/8	−70.50
Warner Communications	39 1/4	19 5/8	22 5/8	26 7/8	25	25 1/4	21 1/4	22 5/8	23 3/8	25 1/4	27 3/8	−30.25
Washington Post	269	221	221	199	195	189	165	166	166	185	202	−24.91
Western Union	5 1/2	2 7/8	2 3/8	3 1/8	2 5/8	3	2 5/8	2 5/8	2	2 1/4	2 1/4	−59.09
Western World TV	2 3/8	1	7/8	7/8	3/4	3/4	3/4	5/8	3/8	3/8	7/16	−81.58
Westinghouse	75	40 1/4	47 1/2	53	50	48 3/4	43 1/4	42 3/4	42 3/4	46 3/4	47 1/8	−37.17
Westwood One	32	24 1/2	16 3/4	19 3/4	18	16 1/2	13 3/4	13 3/4	13 1/4	17	19 1/4	−39.84
Zenith	33 5/8	19 3/4	14 1/8	16 1/2	15 3/4	13 7/8	10	11 7/8	12 1/4	12 3/4	13 1/2	−59.85
Standard & Poor's 400	393.17	257.81	270.05	295.71	282.99	282.1	257.35	264.50	265.49	279.79	288.59	−26.60
Dow Jones Industrial	2722.42	1738.74	1841.01	2027.85	1950.43	1950.76	1793.93	1846.49	1846.82	1938.33	1993.53	−26.77

Video shopping services were also battered by the market fall, with Home Shopping Network climbing back to $6.75 Friday, 40% of its pre-crash close. CVN Companies was $9.38 Friday, down 43% following a 19% drop Oct. 19. QVC Network started to return from its initial losses, closing Friday at $5.88, still down 32%.

Another top 15 MSO, Cablevision Systems, was also hurt worse in the week following the crash, falling 44% before pushing back up to $21.38, off 30% Friday. Essex Communications and Jones Intercable remained approximately one-third off, while Century Communications, Rogers and Comcast cut their losses to approximately one-quarter.

United Artists, which lost only 3% in the initial crash, was as far off as 41% last week, closing Friday at $18.25, off 28%, after canceling its merger with United Cable. United Cable itself last week pushed back up toward pre-crash numbers, closing Friday at $21, off 13%.

American Cablesystems, subject of the $482-million Continental Cablevision bid, was the single stock on the BROADCASTING index which was up, climbing last Thursday to $38.88, up 44%.

Broadcast companies with other major holdings were off as a group by more than a fifth, and particularly depressed were those with newspaper holdings, facing fears that classified advertising will decline if the economy takes a downturn. Among the broadcasters still working off declines last week were RKO General's parent Gencorp. (-32%), Chris-Craft and Multimedia (both down 31%), Meredith Corp. (-24%), Belo and Knight-Ridder (both down 23%), Reliance Group (-19%), Pulitzer (-19%), Media General (-18%), Washington Post (-17%) and Scripps Howard (-4%).

Also off substantially were Westinghouse (-32%), Tribune (-27%), McGraw-Hill (-25%), Times Mirror, New York Times Co. and Liberty (all off 24%), Gannett (-18%) and Jefferson-Pilot (-17%). Outlet Communications was off 44%, Telemundo was down 41%, United TV was off 38%, Malrite was down 33% Friday, Park Communications dropped 26% and TVX Broadcast was off 25%, while Business Men's Assurance was off 19%, Price dropped 16%, and LIN Broadcasting was off only 6%.

Radio stocks were also down, with the country's largest radio network, Westwood One, closing Friday at $19.25, 17% off after big hits in the past two weeks dropped them more than 43%. Radio group Jacor Communications went from 25% to 20% off Friday, Infinity Broadcasting was inching its way back up and was off 25% Friday, and Satellite Music Network remained 42% off. □

rea. She officially starts on Jan. 1. In addition to the Olympics assignments, Weisman said, Gardner will probably join the studio team for *NFL Live*, the network's pre-game program, next season. Last week, Gardner said play-by-play was a specialty she, too, would like to try down the road, even though she was not hired for that purpose.

Sierens, reached in Tampa by BROADCASTING, said that for the next year, at least, her anchor job at WXFL is "my top priority." Her contract with the station extends to next October.

Even if she does announce a game or two for NBC this season, and the network likes her performance, it is not guaranteed Sierens would accept a permanent play-by-play post with NBC or any other network. She recently married. Sierens's previous play-by-play experience includes local broadcasts of the Tampa Bay Rowdies soccer team, equestrian events for ESPN and local tennis and basketball.

Wiesman said that NBC is conscious of the shortage of female broadcast talent in televised sports. He said it was "ridiculous" that women have not broken the play-by-play barrier for the NFL. Both Sierens and Gardner said they had encountered discrimination. Gardner blames broadcast executives.

"The people with the power to hire were the least accepting," she said. "[Within] the sports profession, there was never a problem." Sierens, who said she "loves" her current position, also acknowledged frustration after repeated attempts to move to larger markets, or a network, as a sports anchor. "I did reach a point," she said, where she told herself to "take what you got and be happy with it."

Now it appears she has a chance for more, including a possible place in network sports history. Sierens insists, however, that she will be her toughest critic. If she does not meet her own standards, she said, she will walk away from any offer. "I want women in the business to say: 'Thank God they got someone in there who will make our road a little easier.' " ☐

Tartikoff says more series will attract creative talent

NBC executive says he is unhappy with the performance of several prime time dramas in the new season

Fewer commitments to pilots and more emphasis on series are on the horizon for NBC, according to NBC Entertainment president Brandon Tartikoff.

Speaking to the Association of National Advertisers in San Diego, he said NBC hopes that the increase in series commitments will persuade more top creative talent to collaborate on higher quality programs.

"What we have to do is find new sources and new alliances for our programing," he said. "With the [production] talent spread around we have to do things differently,

World Series puts ABC on top

ABC won week five (ended Oct. 25) with a 19.4 rating and a 31 share. NBC came in second with a 15.9/26 and CBS had a 13.0/21. Four World Series games were broadcast during week five, giving ABC the top two slots on the Nielsen chart and the number one slot on the AGB chart (see below).

This gave ABC the winning averages to take four nights of the week, each supported by a World Series broadcast. NBC took two nights, Monday and Saturday. This left CBS with Friday night.

Nielsen

Rank	Show	Network	Rating/Share
1.	World Series, game 7	ABC	32.5/49
2.	World Series, game 3	ABC	24.7/39
3.	Golden Girls	NBC	24.2/43
4.	Cosby Show	NBC	24.2/36
5.	World Series, game 4	ABC	23.8/39
6.	World Series, game 5	ABC	23.4/38
7.	Different World	NBC	23.4/35
8.	Cheers	NBC	22.8/34
9.	60 Minutes	CBS	22.3/35
10.	NBC Monday Night Movies	NBC	21.0/33
11.	Night Court	NBC	20.8/32
12.	Amen	NBC	20.2/36
13.	World Series, pregame 7	ABC	19.3/30
14.	Matlock	NBC	18.7/28
15.	Hunter	NBC	18.3/36
16.	Dallas	CBS	18.2/31
17.	Monday Night Football	ABC	17.7/30
18.	Murder, She Wrote	CBS	17.7/25
19.	ALF	NBC	17.7/27
20.	227	NBC	17.5/32
21.	Family Ties	NBC	17.4/25
22.	World Series, pregame 3	ABC	17.2/28
23.	Newhart	CBS	16.9/25
24.	L.A. Law	NBC	16.9/29
25.	My Two Dads	NBC	16.6/23
26.	Garfield's Halloween	CBS	16.3/28
27.	Valerie's Family	NBC	16.3/24
28.	Kate & Allie	CBS	16.2/24
29.	World Series, pregame 4	ABC	15.8/27
30.	CBS Special Movie	CBS	15.5/25
31.	Designing Women	CBS	15.4/23
32.	Falcon Crest	CBS	14.9/28
33.	Highway to Heaven	NBC	14.9/23
34.	Facts of Life	NBC	14.5/27
35.	Great Pumpkin, Charlie Brown	CBS	14.3/26
36.	NBC Sunday Night Movies	NBC	13.8/22
37.	Frank's Place	CBS	13.6/21
38.	Knots Landing	CBS	13.4/24
39.	Miami Vice	NBC	13.4/23
40.	MacGyver	ABC	13.1/21
41.	Disney Sunday Movie	ABC	13.0/21
42.	Jake and the Fatman	CBS	13.0/20
43.	CBS Sunday Night Movies	CBS	12.9/20
44.	Cagney & Lacey	CBS	12.5/20
45.	J.J. Starbuck	NBC	12.3/19
46.	Year in the Life	NBC	12.3/19
47.	20/20	ABC	12.1/23
48.	Oldest Rookie	CBS	12.1/19
49.	Our House	NBC	12.0/18
50.	Ohara Special	ABC	11.8/22
51.	Wiseguy	CBS	11.6/18
52.	St. Elsewhere	NBC	11.6/13
53.	Crime Story	NBC	10.9/18
54.	Private Eye	NBC	10.8/21
55.	Law and Harry McGraw	CBS	10.7/18
56.	Houston Knights	CBS	10.5/16
57.	Rags to Riches	NBC	10.3/18
58.	ABC Friday Night Movie	ABC	9.5/16
59.	Hotel	ABC	9.4/18
60.	Survival of Anglia	CBS	8.2/12
61.	All Star Gala at Ford's Theater	ABC	7.9/14
62.	Leg Work	CBS	6.4/11
63.	West 57th	CBS	6.0/12
64.	My Sister Sam	CBS	5.8/11
65.	Everything's Relative	CBS	4.7/8

AGB

Rank	Show	Network	Rating/Share
1.	World Series, game 7	ABC	27.8/45
2.	Golden Girls	NBC	25.0/46
3.	Cosby Show	NBC	24.0/39
4.	Different World	NBC	23.0/36
5.	Cheers	NBC	22.4/36
6.	World Series, game 3	ABC	22.1/38
7	60 Minutes	CBS	20.5/33
8.	World Series, game 4	ABC	19.9/35
9.	Amen	NBC	19.8/37
10.	ALF	NBC	18.9/30
11.	Night Court	NBC	18.8/32
12.	Matlock	NBC	18.6/31
13.	World Series, game 5	ABC	18.6/33
14.	227	NBC	17.9/34
15.	NBC Monday Night Movies	NBC	17.9/30
16.	Hunter	NBC	17.9/35
17.	Murder, She Wrote	CBS	17.6/26
18.	World Series, pregame 7	ABC	17.4/27
19.	Highway to Heaven	NBC	17.3/29
20.	Newhart	CBS	17.2/27
21.	Dallas	CBS	16.7/30
22.	Valerie's Family	NBC	16.0/25
23.	Falcon Crest	CBS	15.9/31
24.	Kate & Allie	CBS	15.9/25
25.	Designing Women	CBS	15.8/25
26.	Family Ties	NBC	15.6/23
27.	My Two Dads	NBC	15.6/23
28.	World Series, pregame 3	ABC	15.5/28
29.	Facts of Life	NBC	14.4/28
30.	Monday Night Football	ABC	14.3/26
31.	CBS Special Movie	CBS	14.3/24
32.	Frank's Place	CBS	14.2/22
33.	Garfield's Halloween	CBS	14.0/26
34.	NBC Sunday Night Movies	NBC	13.8/23
35.	J.J. Starbuck	NBC	13.8/23
36.	Miami Vice	NBC	13.6/25
37.	L.A. Law	NBC	13.5/27
38.	World Series, pregame 4	ABC	13.4/25
39.	Great Pumpkin, Charlie Brown	CBS	13.4/26
40.	Year in the Life	NBC	13.1/22
41.	Jake and the Fatman	CBS	13.0/22
42.	20/20	ABC	12.9/25
43.	CBS Sunday Night Movies	CBS	12.8/21
44.	MacGyver	ABC	12.7/20
45.	Knots Landing	CBS	12.1/24
46.	Our House	NBC	11.9/19
47.	Disney Sunday Movie	ABC	11.8/20
48.	Cagney & Lacey	CBS	11.7/21
49.	Wiseguy	CBS	11.6/19
50.	St. Elsewhere	NBC	11.4/20
51.	Oldest Rookie	CBS	11.0/18
52.	Rags to Riches	NBC	10.9/20
53.	Law and Harry McGraw	CBS	10.7/20
54.	Ohara Special	ABC	10.6/20
55.	Crime Story	NBC	10.5/19
56.	Houston Knights	CBS	10.0/16
57.	Survival of Anglia	CBS	9.9/16
58.	ABC Friday Night Movie	ABC	9.4/17
59.	Private Eye	NBC	8.9/17
60.	My Sister Sam	CBS	8.7/17
61.	All Star Gala at Ford's Theater	ABC	8.1/15
62.	West 57th	CBS	7.7/15
63.	Hotel	ABC	7.6/15
64.	Everything's Relative	CBS	6.2/12
65.	Leg Work	CBS	5.2/10

namely consolidate resources."

Every spring, each network commissions 20 to 30 new program pilots. But according to Tartikoff, there is no longer enough available talent to commission dozens of new pilots and expect them to become quality programs.

"We're going to be making fewer pilot commitments and be making more series commitments, trying to use the lure of a series commitment to attract two or three sources of creative talent to work together," he said. "These people on their own might have been able to only garner [one] pilot commitment; put them together and the whole may be greater than the sum of the parts."

Tartikoff also said NBC will "virtually eliminate" the practice of testing new series in the spring, and will use them in the summer months to restore the network's circulation on a year-round bais. As a part of that effort, the network is planning two new prime time serials this summer. There is an initial 13-week commitment that could be expanded to 40 weeks.

To Tartikoff the process resembles musical chairs. "There are two series commitments out there and and there are five suppliers circling around two chairs," he said. "We're trying to develop a 40-week-a-year serial. We all know what *Dynasty* and *Dallas* do in season. We all know what *Dynasty* and *Dallas* do when they repeat [poorly]. There is an appetite for a serial. If you could keep it on all year, you could have a big hit."

Tartikoff also said that he is encouraging the network's daytime soap opera suppliers to inject more "topicality" into story lines, and exploring the development of "interactive" game shows and situation comedies for Saturday morning hours that traditionally have been reserved for animated shows.

Meeting with reporters in New York last week, Tartikoff expressed disappointment with the performance of several one-hour dramas on the network so far this season, including the new *Private Eye*, *Rags to Riches* and *A Year in the Life*. The first two shows have placed consistently in the bottom 15 of the program rankings, while *Year in the Life* has ranked in the bottom half.

It was Tartikoff's best guess that the network would not make any replacement program moves until January in order to give the struggling programs time to improve.

He said that an effort would be made to "lighten up" *Private Eye* in future episodes. As for *Year in the Life*, now aired at 9 p.m. Wednesday, Tartikoff said the show might do

Syndication■Marketplace

Group W Productions and Andy Friendly Productions unveiled *Getaway*, a half-hour candidate for access in fall 1988, featuring travels to exotic locations by a staff of six reporters. The annual budget of the show will be in line with the $20 million-$25 million of other access shows such as *Entertainment Tonight*. KCBS-TV Los Angeles will carry the show and is moving *Two on the Town* out of access as of fall 1988. Among the reporters for *Getaway* will be Bob Chandler and Adrienne Meltzer, both of whom now appear on *Two on the Town*. There will be 39 weeks of first-run episodes of the series and 13 weeks of repeats. Group W will keep one minute in cash plus barter sales.

Viacom Enterprises concluded the bidding of *The Cosby Show* on Oct. 16, exactly one year after it began sales of the show. There are now 167 stations covering 90% of the country that have purchased *Cosby* for its fall 1988 debut. The last major market to purchase the show was Miami, where WTVJ(TV) was the winner. Viacom is now deciding how to handle the 21 markets where no station bid on the show and the 18 one-station markets.

Warner Bros. Television Distribution reports it has sold *Growing Pains* in 111 markets for its fall 1989 debut in syndication. Of those stations, 76 are network affiliates.

Tribune Entertainment has cleared the fourth Geraldo Rivera special, *Modern Love: The Rise and Fall of the Sexual Revolution*, in 141 markets covering 90% of the country. The live, two-hour special will air Dec. 1 at 8-10 p.m. Produced by Tribune and the Investigative News Group, *Modern Love* will examine the reevaluation of social and sexual attitudes since the spread of sexual diseases such as AIDS. Featured on the special will be live remotes from around the U.S., Austria, Sweden and England. Along with the Tribune stations, the special will be carried by WTAF-TV Philadelphia, KTVU(TV) San Francisco, WHCT-TV Hartford, Conn., KTVT-TV Dallas, KHTV(TV) Houston and WCIX(TV) Miami.

New World Television reports that its film package, "New World One," has now been cleared in 45 markets including WATL-TV Atlanta, KUTP(TV) Phoenix; WHCT-TV Hartford, Conn.; KGTV(TV) San Diego; WIXT(TV) Syracuse, N.Y., and WDZL(TV) Miami. Among the titles in "New World One" are "Translyvania 6500," "Tuff Turf," "Angel & Avenging Angel," "Godzilla 1985" and "Children of the Corn."

Lorimar Syndication reports clearing "Mint Edition," a package of 25 film titles, including "The Morning After," "Power," "The Boy Who Could Fly," and "The Last Starfighter," on stations in more than 20 markets including WWOR-TV New York, KPIX(TV) San Francisco, KTVT(TV) Dallas, KSTP(TV) Minneapolis and KHTV(TV) Houston. "Mint Edition" is available for six runs over five years.

20th Century Fox distribution has contracted with LBS Communications to handle its barter sales beginning immediately. Orbis is currently Fox's barter sales agent.

Former FCC attorney Dan Brenner has become the host of *Snicker Theater*, a package of 28 B-movies for late night syndicated by Western-World Television. Western-World is producing 13 new two-hour episodes of the package with Brenner as host. *Snicker Theater* debuted in June. Among the film titles are "Attack of the Killer Tomatoes" and "Who Killed the Prosecutor and Why." A total of 40 stations now carry the package including WNBC-TV New York and KXAS-TV Dallas. By the first quarter of 1988 the movie package's line-up is expected to be at 70-75 stations, according to Ray Bentley, Western-World senior vice president.

Brenner, former senior adviser to former FCC Chairman Mark Fowler, performs at comedy clubs in New York, Los Angeles, and Washington. His television experience consists of appearances as guest host of *Morning Break* on WUSA-TV Washington and *Good Company* on KING-TV Seattle. He is currently director of the communications law program at UCLA.

GGP Syndication has cleared the *Miss World Beauty Pageant* on 136 stations for 71% clearance. Recent clearances include WCBS-TV New York. The two-hour pageant, to be staged at the Royal Albert Hall in London on Nov. 15, has also been been cleared by KHJ-TV Los Angeles, WGBO-TV Philadelphia and KPIX(TV) San Francisco. Stations will get 15 minutes of commercial time in the broadcast and GGP will keep nine minutes.

Below, Nielsen syndication service preliminary audience estimates of syndicated shows for the week ended Oct. 11.

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	16.2/209	96
2.	Star Trek-Next Generation(s)	15.7*/221	95
3.	Jeopardy	12.6/199	97
4.	World Wrestling Federation	9.9*/233	94
5.	Oprah Winfrey Show.	8.8/202	99
6.	People's Court	7.8*/195	98
7.	People's Court (B)	6.1*/145	82
8.	Donahue	5.9/203	98
8.	Entertainment Tonight	5.9*/157	91
10.	Hollywood Squares	5.7/134	91
11.	Wrestling Network	5.5*/185	86
12.	Mama's Family	5.2*/148	84
13.	All Star Wrestling Network	5.1*/117	82
13	It's A Living	5.1*/141	90
13.	Oprah Winfrey Show (B)	5.1/141	70

*includes multiple airings

CP to make chgs: freq: 92.5 mhz (per Docket #86-357); chg. TL: NW 100th St, 0.9 mi N of I-80 Hwy, 2.5MI SE of Grimes, Polk county, IA; chg ERP: 41.6 kw H&V; chg HAAT: 164.82 m. chg to Class C2. 41 39 53N 93 45 24W

■ Greenville, MI, WPLB-FM, 107.3 mhz—871015-Application for CP to make chgs: TL: 1/4MI due NE of the intersection of Lincoln Lake Rd & 3MI Rd, Vergennes Township, Kent County, MI; chg HAAT: 150M H&V. 43 01 15N 85 20 46W

■ Sebewaing, MI, WWMI, 103.9 mhz—871008-Mod of CP to chg TL: 0.3 km E of Kuhl Rd & 0.15 km N of Geiger Rd, Sebewaing, MI; HAAT: 100 kw H&V. 43 48 01N 83 23 38W

■ La Luz, NM, KPSA-FM, 92.7 mhz—870820-Application for CP to chg: FREQ: 103.7 MHZ; ERP: 50.2 kw H&V; HAAT: 408M H&V; TL: Atop Cat Mtn, 31.44KM from Alamogordo P.O. on bearing of 8.96 degrees True, Alamogordo, NM; SL/RC: T.B.D. 33 10 45N 105 53 53W Class C1; change station location to Alamogordo, NM.

■ Cedarville, OH, WCDR-FM, 90.3 mhz—871008-Mod of CP to change ERP: 3 kw (H) only (Omni-directional).

■ Johnstown, PA, WKYE, 95.5 mhz—871009-Application for CP to change TL: approx. 7.2 km NW of Johnstown, PA. 40 22 17.5N 78 58 57W

■ Philadelphia, WMMR, 93.3 mhz—871015-Application for CP to make chgs: TL: Building rooftop, 1650 Market St Philadelphia, PA; chg HAAT: 271M H&V. 39 57 09N 75 10 05W

■ Lancaster, SC, WRHM, 107.1 mhz—871013-Application for CP to make chgs: TL: 0.4KM E of Craig Drive, 9.1KM N of Lancaster, Lancaster Co, SC; chg ERP: 1.85 kw H&V; chg HAAT: 128M H&V. 34 47 48N 80 46 05

■ Kingsville, TX, KDUV, 97.7 mhz—871015-Application for CP to make chgs: FREQ: 97.5 MHZ (per Docket #86-153); chg TL: 2.9KM, 206 degrees True from intersection of Hwy 665 & south Violet Rd; chg ERP: 100 kw H&V; chg HAAT: 293.7M H&V; chg to class C1. 27 39 50N 97 35 56W

TV's

■ Birmingham, AL, WBRC-TV, ch. 6—871016-Application for CP to chg TL: Red Mountain, Birmingham, Jefferson Co, AL; ANT: Dielectric TF-3EMA(S); HAAT: 331 m. 33 29 19N 86 47 58W

■ Hammond, IN, WJYS, ch. 62—871015-Mod of CP to chg [illegible]P: 3000 kw-V; HAAT: 226 m.; ANT: Dielectric Communications TFU-36JDAS Unsymmetricla Trilobe(DA). 41 33 10N 87 47 09W

■ Ensign, KS, KTVC, ch. 6—871014-Application for CP to chg the offset to plus.

■ Johnstown, PA, WJAC-TV, ch. 6—871016-Application for CP to chg TL to: top of Laurel Hill, 4.5MI (7.2 km) NW of Johnstown, PA. 40 22 17N 78 58 58W

Actions

AM

■ Morningside, MD, WPGC, 1580—871020-Application (BP870129AN) granted for CP to chg hrs of operation to unlimited by adding night service with 500 w & make chgs in antenna system.

FM's

■ Ketchikan, AK, KGTW, 106.7 mhz—870930-Application (BMPH860918IC) granted for Mod of CP to make chgs: chg ERP: 4 kw H&V; chg HAAT: -308 ft. H&V.

■ Fort Smith, AR, KTCS-FM, 99.9 mhz—871022-Application (BMPH870224IV) dismissed for Mod of CP (BPH860509IB) to chg TL: Cavanal Mountain, SW of Poteau, OK; & make changes in antenna system. 35 04 28N 94 40 46W

■ Dubuque, IA, KATF, 92.9 mhz—871019-Application (BPH870227IL) granted for CP to chg TL: 1.4 mi. N of Wisconsin/Illinois line on Hwy 35, Jamestown Township, WI; chg HAAT: 304.8 meters H&V & make chgs. in antenna system. 42 31 42N 90 37 01

■ Pratt, KS, KGLS, 93.1 mhz—871021-Application (BPH870217IF) granted for CP to chg TL: 4.8KM S, 0.8KM W of Plevna, KS; chg HAAT: 317M H&V & make changes in antenna system. 37 55 50N 98 19 04W

■ Ann Arbor, MI, WIQB, 102.9 mhz—871021-Application (BMPH861009IB) granted for Mod of CP (BPH850708IG) to chg directional antenna pattern.

■ Joplin, MO, KXMS, 88.7 mhz—871019-Application (BPED860724MA) granted for CP to change ERP: 10 kw (V) only; HAAT: 56.26 m. (V) only.

■ Asbury Park, NJ, WJLK-FM, 94.3 mhz—871021-Application (BPH870331IN) granted for CP to make chgs: ERP: 1.3 kw H&V; chg HAAT: 152m.H&V.

■ Jamestown, ND, KSJM, 93.3 mhz—871020-Application (BPH870105IB) granted for CP to change ERP: 57 kw H&V.

■ Oklahoma City, OK, KLTE, 101.9 mhz—871021-Application (BMPH860729IB) granted for Mod of CP (BPH860408IB) to make chgs: TL: 7401 N Kelley Ave, Oklahoma City, OK; chg HAAT: 423 m. H&V. 35 32 58N 97 29 50W

■ Coquille, OR, KSHR-FM, 97.3 mhz—871021-Application (BPH870331JD) granted for CP to change ERP: 61 kw H&V.

■ Mechanicsburg, PA, WTPA, 93.5 mhz—871020-Application (BMPH870116IF) granted for Mod of CP (BPH850925IB) to make chgs: ERP: 0.83 kw H&V; chg HAAT: 190 m. H&V. Application resubmitted 1-16-87.

■ Wheeling, WV, WZMM-FM, 107.5 mhz—871019-Application (BPH870410ID) granted for CP to make chgs: ERP: 16 kw H&V & chg HAAT: 268 m.H&V.

TV's

■ Terre Haute, IN, WISU-TV, 26—871014-Construction permit cancelled & call letters (WISU-TV) deleted.

■ Salt Lake City, KTMW, ch. 13—871021-Application (BMPCT870803KF) granted for Mod of CP to chg ERP-VIS: 112KW; ANT: Harris TAC-3HD (Custom CBR); HAAT: 1116M TL: Farnsworth Peak Communications Site at KSTU Tower site. 40 39 33N 112 12 08W

In Contest

Applications

■ Easton, MD.—On request of Clark Broadcasting Company, proposed substituting FM Channel 244B1 for Channel 244A at Easton and modifying the license of WCEI-FM to operate on the B1 channel. Comments due December 21, replies January 5, 1988. (MM Docket 87-468 by NPRM [DA 871543] adopted Oct. 7 by the Chief, Allocations Branch).

■ Marlette, MI.—On request of D. J. Fox, proposed alloting FM Channel 223A (92.5 MHz) to Marlette as its first FM service. Comments due December 21, replies January 5. 1988. (MM Docket 87-470 by NPRM [DA 87-1541] adopted Oct. 7 by the Chief, Allocations Branch).

■ Kirksville, MO.—On request of Admiral Broadcasting Corporation, proposed substituting FM Channel 229C2 (93.7 MHz) for Channel 228A (93.5 MHz) and modifying the license of KTUF(FM) to operate on the C2 channel. Comments due December 21, replies January 5, 1988. (MM Docket 87-469 by NPRM [DA 87-1542] adopted Oct. 7 by the Chief, Allocations Branch).

■ Ennis, MT.—On request of Big M Broadcast Associates, proposed allocating FM Channel 254C2 (105.3 MHz) at Ennis as its first FM service. Comments due December 21, replies January 5, 1988. (MM Docket 87-467 by NPRM [DA 87-1544] adopted Oct. 7 by the Chief, Allocations Branch).

■ Hilton Head Island and Bluffton, S.C.—Considering two proposals to amend the FM Table by substituting Channels 291C2 (106.1 MHz) and 300C2 (107.9 MHz) for Channels 288A (105.5 Mhz) and 292A (106.3 MHz) at Hilton Head Island and substituting Channel 295C2 for Channel 296A at Bluffton or allocating Channel 300C2 as a third local service at Hilton Head Island. Comments due December 21, replies January 5, 1988. (MM Docket 86-469 by Further NPRM [DA 87-1493] adopted Sept. 28 by the Chief, Allocations Branch).

Actions

■ Willcox, AZ.—Denied Rex K. Jensen's request to substitute Class C FM Channel 300 (107.9 MHz) for Channel 252A (98.3 MHz) at Willcox. (MM Docket 85-110 by Second R&O [DA 87-1535] adopted Oct. 7 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

■ McCall, ID.—Effective December 14, amended the FM Table by alloting Channel 266C1 (101.1 MHz) to McCall as its first FM service. Filing window opens December 15, closes January 14. (MM Docket 86-350 by R&O [DA 87-1534] adopted Oct. 7 by the Chief, Allocations Branch).

■ Monterey, TN, and Monticello, KY.—Effective December 10, allocated FM Channel 226A (93.1 MHz) to Monticello, substituted Channel 295C2 (106.9 MHz) for Channel 296A (107.1 MHz) at Monterey and modified the CP of WRJT(FM) to operate on the C2 channel. Filing window opens December 11, closes January 12. (MM Docket 86-512 by R&O [DA 87-1496] adopted Sept. 30 by the Chief, Policy and Rules Division, Mass Media Bureau).

Commission Actions

■ Rochester, NY.—Upheld staff action denying Michael Levinson's "reasonable access" complaint against noncommercial educational station WXXI-TV at Rochester. (By Order [FCC 87-294] adopted September 10 by the Commission).

■ Newberry, SC.—Approved settlement agreement, granted the application of Professional Radio, Inc. for a new FM station on Channel 292A (106.3 MHz) at Newberrry and dismissed the competing application of Service Radio Company. (MM Dockets 84-63, 84-66 by MO&O [FCC 87-332] adopted October 16 by the Commission).

■ U.S. News and World Report—Granted a request for declaratory ruling filed by U.S. News and World Report on behalf of itself and WPLG(TV), Miami, that appearances by legally qualified candidates on a proposed TV series, "The Next President," are exempt from the "equal opportunities" requirement of the Communications Act. (By MO&O [FCC 87-341] adopted October 22 by the Commission)

■ Storer Transfer Approved Subject to Stringent Conditions (Report MM-280, Mass Media Action) Authorized the transfer of control of Storer Communications, Inc. from KKR Associates to SCI Television, Inc., a company controlled by Gillett Holdings, Inc., subject to five very specific conditions. Action by the Commission October 27 by Decision (FCC 87-343).

Staff Actions

■ Enfield, CT.—Designated for hearing 23 mutually exclusive applications for a new FM station on Channel 250A (97.9 MHz) at Enfield. (MM Docket 87-461 by Order [DA 87-1462] adopted October 7 by the Chief, Audio Services Division, Mass Media Bureau).

Review Board Actions

■ Newton, NJ.—Approved settlement agreement between Bogner Newton Corporation and Mountain Broadcasting Corporation, applicants for a TV station in Newton, and—Dismissed Bogner Newton's application. (MM Docket 85-399 by Order (FCC 87R-57) adopted October 20 by the Review Board).

■ Galveston, TX.—Dismissed joint request for approval of settlement agreement filed by Marr Broadcasting Company, Inc., applicant for license renewal of KQQK(FM) and San Jacinto Broadcasting Corporation, competing applicant for KQQK's facilities at Galveston. (MM Dockets 84-647-48 by MO&O [FCC 87R-56] adopted October 14 by the Review Board).

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- C1750-1
11/10/87

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57th Year 1987

Networks suffer another 5% erosion in prime time shares

Vol. 113 No. 19

Broadcasting Nov 9

Network prime time ratings fall 10%... **page 35.**

Ginsburg nomination in danger... **page 37.**

Holmes nominated to FCC... **page 112.**

SMPTE provides forum for HDTV... **page 46.**

THE EROSION CONTINUES □ Three-network prime time ratings fall 10% for first six weeks of season compared to same period last year, leaving three networks 75% of prime time audience. **PAGE 35.**

CABLE'S GOOD NEWS □ October ratings for most of top cable programing services are up over October 1986. **PAGE 36.**

ETHICS QUESTION □ Supreme Court nominee Douglas H. Ginsburg's involvement with cable MSO while participant in *Preferred Communications* case raises questions of conflict of interest. **PAGE 37.** Additionally, Ginsburg's disclosure that he has smoked marijuana further complicates confirmation effort. **PAGE 38.**

TBS TURNOVER □ TBS sales executive, Gerald Hogan, is named president of TBS's Entertainment Network, and William C. Bevins, TBS financial expert, has announced his departure. **PAGE 39.**

SMPTE '87 □ Broadcast and film engineers find HDTV area of common interest at 129th annual SMPTE conference in Los Angeles. **PAGE 46**

NEW PLAYER □ Jacor Communications enters national spot radio market with its acquisition of Eastman Radio. **PAGE 66.**

NEXT GENERATION □ Television Bureau of Advertising, whose members meet in Atlanta this week, has new president, William Moll. BROADCASTING discusses future of TVB and industry with Moll and Roger Rice, who relinquishes post after 13 years. **PAGE 70.**

TELCOS WANT IN □ Telcos call on FCC and Congress to drop prohibitions keeping them from entering cable TV business in areas where they provide telephone service. **PAGE 72.**

CHURCH CHANNEL □ Broad-based group of religious denominations are planning for advertising-supported cable programing network. **PAGE 82.**

AXE TO FALL □ NBC employes ready for what could be 700 job cuts. **PAGE 84.**

CAUGHT IN THE MIDDLE □ Showtime/TMC's Tony Cox says pay cable is being squeezed financially between its suppliers and retailers. **PAGE 87.**

CONTINENTAL FLAIR □ Timothy Neher is known by some as "a straight shooter" who has "outstanding people skills." It is mix that has served him well as president and chief operating officer of Continental Cablevision, nation's third largest MSO. **PAGE 111.**

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Plaza hotel, New York.

Nov. 17-19—Ninth International Sport Summit conference and exhibit. Beverly Hilton hotel, Los Angeles.

Nov. 18—*Federal Communications Bar Association* luncheon. Speaker: Dean Burch, director-general, Intelsat. Marriott, Washington.

Nov. 18—"Gambling It All: Nuts and Bolts of Starting Your Own Business," meeting of *American Women in Radio and Television, Washington chapter.* National Association of Broadcasters, Washington. Information: (202) 659-3494.

Nov. 19—*American Association of Advertising Agencies*, New England Council and Advertising Club of Greater Boston meeting. Back Bay Hilton, Boston.

■ **¹Nov. 19-21**—*Loyola Radio Conference*, convention for high school and college radio broadcasters. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 20—*Broadcast Pioneers, Washington area chapter*, eighth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Nov. 21—"Writers on Writing," seminar sponsored by *American Film Institute*. Mark Goodson Theater, New York.

Nov. 23—15th annual International Emmy Awards gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Center, New York.

Nov. 24—*International Radio and Television Society* newsmaker luncheon, "Television: New Sources, New Forces," featuring Sumner Redstone, Viacom; Fred Silverman, Fred Silverman Co.; Henry Bushkin, Bushkin, Gaims, Gaines & Jonas, and Brad Marks, Korn/Ferry International. Followed by IRTS second annual goods and services celebrity auction. Waldorf-Astoria, New York.

Nov. 24—Presentation of Nancy Reagan Drug Prevention Award, sponsored by *Entertainment Industries Council*, to B. Donald (Bud) Grant, former president, CBS Entertainment. Beverly Wilshire hotel, Los Angeles.

December

Dec. 1—Deadline for entries in 18th annual National Educational Film & Video Festival. Festival is scheduled for April 29-May 1, 1988. For entry form, call or write: NEFVF, 314 East 10th Street, Oakland, Calif., 94606; (415) 465-6885.

Dec. 2—Reply comments due in FCC proceeding (docket 87-266) on telephone company-cable cross-ownership rules. FCC, Washington.

Dec. 2-4—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 3—*American Sportscasters Association* fourth annual Hall of Fame Awards dinner. Marriott Marquis, New York. Information: (212) 227-8080.

Dec. 3-4—Technology studies seminar, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Dec. 4—*Southern California Broadcasters Association* Christmas party. Hollywood Roosevelt hotel, Los Angeles. Information: (213) 466-4481.

Dec. 4-6—*Foundation for American Communications* conference on Pacific Rim economic questions. Conference, "aimed at educating the nation's journalists about issues involving news organizations," is funded by grant from *Gannett Foundation*. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

■ **Dec. 5**—"Disasters: New Challenges for the Media" and "Media and the Law: Your Rights and Restrictions," seminar sponsored by *Associated Press Television-Radio Association of California-Navada*. Woodlake

Errata

In chart **listing broadcasting stocks** that appeared on pages 31-33 of Nov. 2 issue, last column headed "% drop" referred to difference in price of stock between its 52-week high and price of stock on Oct. 30.

□

In Oct. 26 programing story, "TV Stations Priming for Access," **Buena Vista Television executive cited should have been Rich Goldman, vice president of sales**, not Jay Finkelman.

□

AIDS Lifeline is production of Group W Television in consultation with The World Health Organization's Special Program on AIDS and not simply latter organization as indicated in Nov. 2 "In Brief."

□

Senator Nancy Landon Kassebaum (R-Kan.) was not the only recipient of a **letter from public broadcasting forces,** as reported in "In Brief" Nov. 2. The letter, **praising measure within Senate budget reconciliation package that would provide public broadcast funding via commercial station transfer fees,** was signed by CPB President Donald D. Ledwig, NAPTS Acting President Baryn S. Futa and NPR President Douglas Bennet and **was sent to all 100 members of the U.S. Senate.**

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Dec. 6-9—"Computer Graphics for Design," fall conference sponsored by *Pratt Center*. Grand Hyatt, New York. Information: (914) 741-2850.

Dec. 7—Technology and audience study group, sponsored by *Gannett Center for Media Studies*. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

Dec. 7-11—Video Expo Orlando, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

Dec. 8—*Federal Communications Bar Association* reception/dinner honoring FCC Chairman Dennis Patrick. Washington Marriott hotel, Washington.

Dec. 8-9—*Radio Advertising Bureau* day-long sales seminar, "How to Close More Sales." Dec. 8: Registry hotel, Los Angeles, and Dec. 9: Westgate hotel, San Diego. Information: 1-800-232-3131.

Dec. 10-11—"Telecommunications: Current Developments in Policy and Regulation," sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Omni Shoreham, Washington. Information: (212) 765-5700.

Open Mike

Taking issue

EDITOR: Last week's editorial, which reported that the NAB HDTV delegation was in Japan to see HDTV demonstrations that already had been seen in the United States, was not only unfair, but was factually incorrect. As a member of the NAB delegation, I can report that less than one-half hour was spent on HDTV demonstrations.

The purpose of the trip was for a candid exchange of views between the NAB delegation and top communications officials in Japan, concerning the deep interest American terrestrial broadcasters have in HDTV and the need for an NTSC compatible, MUSE quality delivery system for the United States. Discussions included the proposed NAB New Technologies HDTV Center. Meetings were held with both technical and senior officials of NHK, the Ministry of International Trade and Industry (MITI) and the Ministry of Post and Telecommunications. In addition, meetings with Sony and NEC were scheduled.

The itinerary was loaded with substantive events covering up to 12 working hours per day.

The fairness doctrine fight in Washington is important, and will be continued. However, I believe that 10 years from now the events unfolding in Japan on HDTV will have more impact on how we conduct the television business than the fairness doctrine.—*Harold E. Protter, vice president, Gaylord Broadcasting Co., general manager, WVTV(TV) Milwaukee.*

□

EDITOR: Your editorial "Home and Away" (Oct. 26, 1987) appeared to be on the mark until I read the last paragraph. Let me set the record staight.

Last Wednesday (10/21), upon learning of the Hollings proposal (codification of fairness and transfer fees) the NAB government relations staff made immediate phone contact with all members of the NAB's executive committee and with Eddie Fritts and Wally Jorgenson who were in Japan.

On Thursday (10/22), night letters and wires were delivered to some 1,000 broadcasters who act as legislative liaison contacts. Additionally, the executive directors of state broadcast associations were contacted. Phone contact continued with the executive committee and Eddie and Wally. NAB staff members from various departments were utilized in making phone contact with broadcasters all over the country.

On Friday (10/24), a conference call took place with staff in D.C., the executive committee and Eddie and Wally in Japan and John Summers.

Eddie Fritts and John Summers were in their offices in D.C. on Monday morning (10/26).

The reasons that Eddie and Wally were in Japan had to do with technological advances in HDTV. Meetings were conducted with industry and government leaders. On page 63 of BROADCASTING you began a "Special Report" on HDTV. You know how important this issue (HDTV) is. And yet your editorial described the mission in cavalier terms.—*Robert L. Fox, vice chairman, radio board, National Association of Broadcasters.*

The re-chill

EDITOR: I was greatly distressed to hear of the Senate Commerce Committee's approval of proposed "transfer fee legislation" (BROADCASTING, Oct. 26).

While I am somewhat in favor of stabilized funding, for Public Television Stations, this particular action scares the hell out of me. Its goals with regard to funding may be fine, but the specifics of this legislation are not so good. It is bad enough that the Senate Commerce Committee is proposing to place a mandatory tax on *all* broadcast property sales, but the reimposition of the so-called "fairness doctrine" (and a surtax based upon violation thereof) can only have a chilling effect on the broadcasters' ability and initiative in covering virtually any political or controversial issue.

No thank you.—*Robert G. Blauvelt, acting general manager, office of public information, KVSK-TV Pago Pago, American Samoa.*

Religious reasoning

EDITOR: In reference to your Oct. 12 summary of the House Oversight Subcommittee's hearings on television ministries, I found fascinating the National Religious Broadcasters' perspective on a new code of

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Gulf," he said.

And Tisch issued a warning. "If the networks continue to weaken, there may be a growing shift away from universal, free television to more exclusive, pay broadcast services," he said. "America is still well-served by insuring that every home has free access to the national programing services of advertiser-supported networks which combine local control with national resources."

On other matters, Patrick said the FCC will be considering reimposing the syndicated exclusivity rules "on the assumption that the compulsory license is flawed." The FCC will be asking "whether we can make a contribution on the margin of the public interest by providing an opportunity for independent broadcasters to... secure [program] exclusivity," he said.

Blake said the 50-year-old bargain between the public and commercial broadcasters—spectrum in exchange for public-interest programing—is breaking down. One indicator is the congressional plan to levy transfer fees on broadcast properties and use the proceeds to fund public broadcasting, he said. "Congress is looking away from commericial broadcasting, which was supposed to be the source of public interest programing, toward public broadcasting." ☐

Fighting fire with fire on transfer fees

The National Association of Broadcasters—fighting off a congressional proposal that would impose a 2% to 5% license transfer fee on the sale of broadcast properties—is preparing a "white paper" suggesting a 2% excise tax on TV and radio sets, videocassette recorders and satellite dishes. The excise, however, is likely to force broadcasters into a major confrontation with the Electronic Industries Association, representing manufacturers of those appliances. EIA Vice President Gary Shapiro called NAB's effort an act of "desperation" and an example of a "handful of people trying to tax millions." Nor does he think NAB can sell the idea; Shapiro said EIA had "found a total dearth of congressional support." EIA has not taken a stand on the transfer fee, but Shapiro warned it was now considering such a move.

NAB was wasting no time in soliciting support for the excise tax. Last Friday, President Eddie Fritts pitched the idea to Senator Ernest Hollings (D-S.C.), chairman of the Commerce Committee and author of the transfer fee. Fritts also brought it up during a meeting last week with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.).

It has become increasingly clear that the industry would have to come up with some alternative revenue-raising ideas that Congress might be willing to substitute in place of the fee. Senator Wendell Ford (D-Ky.), for instance, urged a group of broadcast industry lobbyists to put an alternative before Hollings as soon as possible.

There is some question as to whether Commerce would have jurisdiction over an excise tax. NAB thinks so because the committee has authority to mandate all-channel receivers. But some industry observers believe it would fall under the purview of the Senate Finance and House Ways and Means Committees.

The station transfer fee is part of a budget reconciliation measure aimed at lessening the federal deficit and is pending in the Senate Budget Committee. It is estimated the excise tax would raise $360 million a year, some $80 million more than Congress would collect from the transfer fee. Broadcasters have been facing what appears to be an uphill battle against the fee (BROADCASTING, Oct. 26, Nov. 2). Part of the problem is that the funds from the fee would be used to support public broadcasting after fiscal 1990, an idea Congress is apt to find tempting; indeed, NAB was calling its own proposal a "support fee for public broadcasting."

The white paper should be released this week. NAB will argue, among other things, that from 1950 to 1965 there was a 10% excise tax on TV and radio receivers. Moreover, the association feels there is a philosophical precedent for the tax. The paper will note that a report released by the Carnegie Commission on Public Broadcasting in 1967 recommended an excise tax beginning at 2% and rising as high as 5%.

Meanwhile, NAB continued to gin up its forces to fight the transfer fee. The broadcasters' battle does not end with the fee since the Senate proposal would also codify the fairness doctrine.

Broadcasters have turned to Senate Finance Committee Chairman Lloyd Bentsen (D-Tex.), hoping to convince him that the fee is a tax and that he should assert his committee's jurisdiction and have the matter referred to Finance. According to reports, broadcasters had a commitment from Bentsen, but a finance committee spokesman said no "promises" were made.

NAB is pressuring Budget Committee Chairman Lawton Chiles (D-Fla.) to reject the proposal on the grounds that the Commerce Committee missed the deadline for submitting the idea. But as of late last week no progress was seen to have been made on that front.

Senate action on the reconciliation is not likely to happen until the "economic summit" between the White House and congressional leaders is finished. Some industry observers have speculated the summit may produce a deficit-reduction package that would eliminate the need for a transfer fee.

In arguing against the fee, NAB has said it amounts to an "unlawful double taxation." Former FCC Chairman Mark Fowler, now with Latham & Watkins, underscored the inequity of the situation. He said the 1986 tax reform legislation resulted in a corporate capital gains tax rise from 28% to 34% and that approving a transfer tax would result in a 40%-plus capital gains rate for broadcasters.

An indication of the broadcasters' fervor on the issue is illustrated in a newsletter distributed by the Missouri Broadcasters Association. In a detailed account of what occurred when the fees were adopted by the Commerce Committee, the newsletter also advised Missouri broadcasters: "Before you get upset, remember the old political adage: Don't get mad—get even. Hopefully, we'll get our chance." ☐

Media stocks show slight gain

Some fare worse than others, but as whole, media companies off 22% from pre-crash figures

Media companies gained only slightly in last week's fluctuating stock market, with many still trailing other U.S. industries in making up for October's devastating market declines.

According to BROADCASTING's 148-company media stock index (see chart below), media companies as a whole were off 22% from Oct. 12, the week prior to the market's initial decline. Some stock groups, such as programers, service companies and electronics manufacturers, were substantially worse off. Cable and pure broadcasting companies, however, are performing better than the broader indices.

Among the leading broadcasters, Capcities/ABC, still well off its $413-per-share value the week prior to the Oct. 19 crash, was down $10 for the week, closing Friday at $324. CBS traded around $172 for the week, closing at $169.75 on Friday, while GE declined for the week, to close Friday at $46.13.

Other major media stocks continuing their decline over the past week were Turner Broadcasting, down last Thursday, Oct. 5, to

TYPE OF STOCK (# of co's)	10/12	10/19	10/26	11/2	11/5	% DOWN FROM 10/12
Cable (19)	27.06	24.86	20.24	22.30	23.18	-14%
Bdcst (17)	53.70	45.99	38.99	42.96	43.44	-19%
Bdcst w/other (36)	54.08	46.05	38.34	41.86	42.01	-22%
Prgrmg (37)	16.56	12.31	10.42	12.20	12.27	-26%
Svce (13)	30.11	26.69	22.25	22.16	22.30	-26%
Elec./Mfg. (26)	28.14	21.07	18.09	20.80	20.43	-27%
BROADCASTING 148	34.52	26.80	24.14	26.63	26.80	-22%
S&P 400	359.21	257.81	257.35	293.07	290.66	-19%
DJIA	2471.44	1738.74	1793.93	2014.09	1985.41	-19%

$10.25, and Rupert Murdoch's News Corp., still badly off its $33.50 level the week before Oct. 19, closing at $15 Thursday.

Declining broadcast stocks continue to include top 10 TV station owner Chris-Craft, off last week to close Thursday at $16.25, and Belo, whose ongoing decline dropped it another $1.50 from the previous week to close Thursday at $49.25. Reliance Group was off again to $6.50 at Thursday's close; Washington Post Co. fell back to $190 Thursday, and Gannett was off at $38 Thursday.

Top 20 group owner TVX declined to its lowest level yet in recent weeks last Thursday, closing at $5.50. And the largest radio network programer, Westwood One, also dropped back after gaining some ground the previous week, closing down last Thursday at $17.75.

Better performers included Tribune, which charted a substantial increase last week to close Thursday at $37.75, up $4.50 from the previous week's close, and Times Mirror, up nearly $3.00 to close Thursday at $77.25. Knight-Ridder was back up last week with a $40.50 Thursday close and Westinghouse was inching its way up as well to $47.63 Thursday.

Some of the largest cable stocks were also busy recovering losses in last week's market. Number two system operator American Television and Communications closed nearer pre-crash levels Thursday at $23.25; Comcast was up at $20.38 Thursday; United jumped more than $2 from the previous week to close Thursday at $23.38, and also up were Jones Intercable, Cablevision Systems, Century Communications and Rogers. Tele-Communications Inc. dropped slightly, closing Thursday at $22.13, and Viacom, hurt badly in the market decline, was still far off its $25 level the week before the crash, closing Thursday at $16.50.

Programers, among the worst hit in the crash and its aftermath, continued poor showings. Some, like MCA, Lorimar-Telepictures and King World products were on the incline last week, but others were dropping short-lived gains. New World Entertainment, for instance, was down again last Thursday at $4.50, while Disney dropped to $54.50 Thursday.

Ad agencies for the most part were also performing weakly. The bottom dropped out of Foote, Cone & Belding last week, with Thursday's close down to $43.75; Saatchi & Saatchi was still well off at $18.75, and Grey dropped again to close near its recent lows at $96. Closing only slightly better last Thursday were Omnicom at $17.13 and Ogilvy at $24.25.

The chart on page 41 shows group stock averages for the four Mondays beginning Oct. 12 and include last Thursday's closing average. The Standard & Poor's 400 Industrials and Dow Jones Industrials are also shown, along with an average for all 148 companies on BROADCASTING's index. Percentage change is from Oct. 12 to Nov. 5. □

'Globe'-ABC presidential debates threatened by summit

The first casualties of the Reagan-Gorbachev summit in Washington on Dec. 7 are the two sets of presidential debates that had been scheduled for the nights of Dec. 7 and 8. The *Boston Globe* and ABC News were sponsoring the two-hour debates—Republicans on the seventh, Democrats on the eighth—to be held in Boston's Faneuil Hall and to be carried live by the 320 television stations of the Public Broadcasting Service. ABC was to produce the television coverage and was to broadcast the debates over its radio network.

The *Globe*, ABC News and PBS were reported to have agreed among themselves that the meeting between President Reagan and General Secretary Mikhail Gorbachev, now set for Dec. 7, required cancellation of the debates. The summit, said *Globe* assistant executive editor Benjamin Taylor, "has taken center stage as the major news event of the year." It seemed prudent, he added, "not to conduct presidential debates while such a historic meeting takes place." Most of the candidates had said they would participate in the Boston debates.

Taylor said a major effort was made to find a mutually satisfactory date for the debates in advance of the New Hampshire primary on Feb. 16—but to no avail. He cited the upcoming holiday period and crowded calendars of the candidates, including a number of debates elsewhere in the country. Meanwhile, representatives of two Republican presidential campaigns were threatening to pull out of a debate that NBC has scheduled for Dec. 1 at the Kennedy Center in Washington. Representatives of Vice President George Bush and Representative Jack Kemp (R-N.Y.) expressed their displeasure with what they understood to be the format NBC has in mind—one in which the six Democratic and six Republican candidates would be seated in groups opposite each other on the stage of the Eisenhower Theater. Kemp spokesman John Buckley said it appeared that "Democrats and Republicans would be mixed." And that was not what Kemp wants; he wants to debate other Republicans. A Bush spokesman has expressed similar misgivings.

NBC News President Lawrence Grossman said he understood such concern but added that the final format has not yet been developed. He said Joe Angotti, executive producer of the debate, would be in touch with the candidates or their representatives this week "to discuss what we have in mind." □

U.S. Cable offers $233 million for Essex

Essex Communications announced that it had received a cash offer of $233 million for the company from U.S. Cable Television Group, the group created by former ABC executives Marty Pompadur and Elton Rule, and Christopher Conley. Essex had earlier announced it would be reviewing bids for the company in August (BROADCASTING, Aug. 31), but said at the time it would not name the bidding companies. While Essex only announced it had received the offer and did not have a definite contract, a source close to the sale said it was a "done deal" and an announcement could be expected today (Nov. 9). This is the largest acquisition for U.S. Cable, which recently purchased C4 Media Cable, a Vienna, Va.-based MSO with 72,000 subscribers in eight states for $126 million.

The $233 million will be split 45% for the stock and the remainder for the assets of the four Essex operating partnerships. Doug Paul, general counsel for Essex, said the 45% would be worth about $104.9 million, but corrected earlier reports, saying the amount paid to subscribers would be reduced by the public companies' liabilities, "past financial data indicates the reduction would be about $21 million, but there are other liabilities that should reduce it more," said Paul. He also mentioned that the $233 million would be adjusted according to the number of subscribers Essex delivered at closing. Computing the cost-per-subscriber value at about $1,700 per subscriber, Paul said the purchase price would be adjusted upward by something close to that amount if there were more than 135,000 subscribers and downward if there were less. Essex, based in Greenwich, Conn., is publicly owned and headed by Paul L. Field and Dave Pardonner. Waller Capital Corp., handled the sale for Essex.

Actions

- Linden, AL, WDAL, 107.1 mhz—871023-Application (BMPH870316IF) dismissed for Mod of CP to change TL: 7 1/2 miles SW on State Rte 69, Linden, AL 32 15 19N 87 54 15W

- Montgomery, AL, WBAM-FM, 98.9 mhz—871026-Application (BPH870227MJ) granted for CP to change TL: 1.5 miles (2.4KM) N of Junction of US 80 and Burbank Drive, Montgomery, AL; change HAAT: 334.1 m H&V and make changes in antenna system. 32 24 11N 86 11 48W.

- Batesville, AR, KZLE, 93.1 mhz—871023-Application (BPH870224II) granted for CP to change HAAT to: 984 ft. H&V.

- Little Rock, AR, KZOU, 98.5 mhz—871026-Application (BMPH870410IA) granted for Mod of CP (BPH860915ID) to change HAAT: 392 m H&V.

- Miami, FL, WQBA-FM, 107.5 mhz—871028-Application (BPH870227OZ) dismissed for CP to chg TL: NW 207th Street & Hwy 441, Miami, FL; chg HAAT: 307M H&V; install directional antenna and make chgs in antenna system. 25 57 59N 80 12 33W.

- Pensacola, FL, WOWW, 107.3 mhz—871028-Application (BMPH870227NA) granted for Mod of CP (BPH851125IE) to change TL: 1.2K m S of Barrineau Park School Rd and Rte 182, 250 m E of Barrineau Park School Rd, Molino, FL and make changes in antenna system. 30 42 20N 87 24 09W.

- Pocatello, ID, KSEI-FM, 104.9 mhz—871022-Application (BPH870227PA) granted for CP to change ERP: 100 kw H&V.

- Lowell, IN, WZVN, 107.1 mhz—871028-Application (BPH870528IF) granted for CP to change ERP: 1.29 kw H&V.

- Cadillac, MI, WWLZ, 96.7 mhz—871026-Application (BMPH870615IE) granted for Mod of CP to correct antenna supporting structure height.

- Twin Lake, MI, WBLV, 90.3 mhz—871022-Application (BPED870217IK) granted for CP to change HAAT: 185 m H&V.

- Lexington, MO, KCAC, 107.3 mhz—871023-Application (BPH870115IC) granted for CP to make changes: TL: 3.35 km N of I-70 and 3.67 km E of State Rte. 131, NE of Odessa, MO; change HAAT: 353.3 m H&V. 39 02 15N 93 55 48W.

- Havre, MT, KNMC-FM, 90.1 mhz—871023-Application (BMPED870421MF) returned for Mod of CP to change change freq. to 91.1 mhz, #216; change TL: 27 miles SE of Harve, MT bearing N 140 degrees E, MT; change ERP: 92 kw H&V; HAAT: 453 m H&V and make changes in antenna system. 48 15 07N 109 18 20W.

- Syosset, NY, WKWZ, 88.5 mhz—871023-Application (BMPED860717IE) granted for Mod of CP to change HAAT: 78 m H&V; and change to directional antenna.

- Elizabeth City, NC, WMYK, 93.7 mhz—871023-Application (BPH870227IT) granted for CP to change HAAT: 996 ft. H&V (304 M).

- Wilmington, NC, WHQR, 91.3 mhz—871026-Application (BPED860611MC) granted for CP to make changes: change ERP: 10 kw H&V; change HAAT: 348.4 m H&V; operate as a Class C1. 34 07 51N 78 11 16W.

- Winston-Salem, NC, WSNC, 90.5 mhz—871028-Application (BPED870514MA) returned for CP to make changes: chg ERP: 3KW (H), chg HAAT: 68.9M (H); chg TL: Reynolds Park Rd, Winston-Salem, NC. 36 05 24N 80 13 20W.

- Stillwater, OK, KSPI-FM, 93.9 mhz—871022-Application (BPH870225MI) granted for CP to make changes: TL: South side of Rte. 51, approx. 1 km NE of intersection with Rte. 51C, Stillwater, OK; change ERP: 100 kw H&V; change HAAT: 308 m H&V. 36 06 33N 97 11 43W.

- Newport, OR, KYQT, 102.5 mhz—871028-Application (BPH870331JB) granted for CP to make changes: ERP: 65.48 kw H&V; change HAAT: 275.3 m H&V; correct coordinates: 44 45 21.8N 124 02 56.7W.

- Waldport, OR, KBBM, 850 khz—870924-Application (BMP870529AI) dismissed for Mod of CP to chg TL to: approx. 2/5MI S of Hwy 34 on Lint Slough Rd, Walport, OR. 44 25 20N 124 03 30W.

- Canton, PA, WKAD, 100.1 mhz—871023-Application (BPH870331IZ) granted for CP to make changes: change freq. to 100.3 mhz (per Docket #86-287); change TL: Armenia Mtn. on Rundall Creek Rd, 9.6 km N of Canton, PA; change ERP: 3.9 kw H&V; change HAAT: 258 m H&V; change to Class B1. 41 44 32N 76 50 08W.

- Manati, PR, WNRT, 96.9 mhz—871028-Application (BPH870331JA) granted for CP to change ERP: 50 kw H&V.

- Amarillo, TX, KWAS, 101.9 mhz—871023-Application (BPH870226IL) granted for CP to change TL: NW corner of Western and St. Francis Rds, Amarillo, TX; change HAAT: 1006 ft. H&V and make changes in antenna system. 35 16 09N 101 53 18W.

- El Paso, TX, KBNA-FM, 97.5 mhz—871028-Application (BPH870302NU) granted for CP to change ERP: 100 kw (H) & 52.1 kw (V).

- Green Bay, WI, WDUZ-FM, 98.5 mhz—871023-Application (BPH870217II) dismissed for CP to change TL: Glenmore Rd, 4.5 miles SE of City of De Pere, Town of De Pere, WI; change HAAT: 250.5 m H&V & make changes in antenna system. 44 24 31N 87 59 29W.

- Platteville, WI, WSUP, 90.5 mhz—871029-Application (BPED870302MD) granted for CP to chg ERP: 2.5KW H&V.

- West Salem, WI, WQJY, 100.1 mhz—871027-Application (BPH870227OH) granted for CP to change TL: 0.7 miles SW of Hwy B on Quarry Rd, Medary Township, WI; change ERP: 1.8 kw H&V; HAAT: 130 m H&V and make changes in antenna system. 43 51 02N 91 12 08W.

Actions

Commission Actions

- RF Lighting Devices—Affirmed that radio frequency lighting devices will continue to be subject to the standards specified in Part 18 of the rules concerning industrial, scientific and medical equipment. (Gen. Docket 83-806 by R&O [FCC 87-325] adopted Oct. 9 by the commission.)

- Viacom International—Upheld transfer of control of Viacom International, Inc. from its shareholders to Viacom, Inc., over the objection of Wodlinger Broadcasting of Texas, Inc. (By MO&O [FCC 87-333] adopted Oct. 16 by the Commission.)

- Gerard A. Turro—Upheld staff denial of request for STA and waiver of rules so his New Jersey FM translator station could originate local programing, including commercial material. (By Order [FCC 87-334] adopted Oct. 16 by the commission.)

- Call Sign Assignments—commission has retained restriction on assignment of "K" and "W" as first letter of call signs east and west of Mississippi River, and modified certain other aspects of call-sign rules. (MM Docket 87-11 by R&O [FCC 87-337] adopted Oct. 20 by commission.)

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- FM-ED Rules—Amended rules to allow noncommercial educational FM station applicants within 199 miles of the U.S.-Mexican border to base their spacings to domestic noncommercial educational FM's on the non-overlap of predicted signal strength contours, provided they observe required mileages to Mexican assignments as established in the Mexican agreement. (MM Docket 87-140, by R&O [FCC 87-339] adopted Oct. 21 by the commission.)

- FCC remands Clovis, CA, TV proceeding for further hearings reopened the record in the Clovis, CA, TV proceeding, added a misrepresentation issue against North Star Communications, Ltd., and remanded the case to the presiding Administrative Law Judge with instructions to issue a Supplement- al Initial Decision. Action by the commission October 30 by MO&O [FCC 87-345]. (BC DOCKETS 82-552-53. Report DC-1040, Action in Docket Case.)

- FCC amends Pre-sunrise Operation Rules for Daytime-only AM Stations—Amended rules to permit daytime-only AM radio broadcast stations to start daily pre-sunrise operations at 6 a.m. local time with a minimum power of 10 watts provided there is no interference to groundwave (primary) contours of clear channel stations. Action by the commission Oct. 30 by Second R&O [FCC 87-346] (MM Docket 87-3. Report DC-1041, Action in Docket Case.)

Appellate Actions

Following FCC decisions were appealed to U.S. Court of Appeals for District of Columbia Circuit:

- Bible Broadcasting Systems, Inc. v. FCC, Case No. 87-1513—MO&O (FCC 87-279, released Aug. 29, MM Dockets 83-1223, et al.) denying appellant's application for new FM station on channel 278C (103.5 MHz) at Springfield, FL.

- M&M Communications, Inc. v. FCC, Case No. 87-1496—MO&O (DA 87-1096, released Aug. 18) and various other Common Carrier Bureau actions addressing M&M's request for waiver of "one-to-a-market" rule for 42 multichannel multipoint distribution service applications.

- National Association For Better Broadcasting And Telecommunications Research And Action Center v. FCC and USA, Case No. 87-1505—R&O (FCC 87-210, released July 16, CC Docket 86-179) allowing multipoint distribution service carriers to classify their service as either common carrier or noncommon carrier.

- Henry Geller and Donna Lambert v. FCC and USA, Case No. 87-1544—MO&O (FCC 87-266, released Aug. 6) concluding fairness doctrine violates First Amendment and contravenes public interest.

Staff Actions

- Porterville, CA—Designated for hearing applications of Garcia Communications and Arthur C. Kralowec for a commercial TV station on channel 61 at Porterville. (MM Docket 87-489 by Order [DA 87-1560] adopted Oct. 22 by the Chief, Video Services Division, Mass Media Bureau.)

- Destin, FL—Designated for hearing applications of Sharon S. Smith, William F. Parrish Jr., Airwave Media, Ltd., and Emerald Coast Broadcasting for a commercial TV station on channel 64 at Destin. (MM Docket 87-488 by Order [DA 87-1514] adopted Oct. 22 by the Chief, Video Services Division.)

- Sonala, FL—Designated for hearing 10 mutually exclusive applications for a new FM station on channel 287A (105.3 MHz) at Sonala. (MM Docket 87-464, by Order [DA 87-1488] adopted Oct. 8 by the Chief, Audio Services Division, Mass Media Bureau.)

- Casey, IL—Designated for hearing applications of Ford F.M., Inc. and Casey Broadcast Group, Inc. for an FM station on channel 282B1 (104.3 MHz) at Casey. (MM Docket 87-476 by Order [DA 87-1531] adopted Oct. 20 by the Chief, Audio Services Division, Mass Media Bureau.)

- Harbor Springs, MI—Designated for hearing applications of Running Rhodes, Inc., Patricia Ann Mason and Harbor Springs Radio Limited for an FM station on channel 280A (103.9 MHz) at Harbor Springs. (MM Docket 87-466 by Order [DA 87-1527] adopted Oct. 19 by the Chief, Audio Services Division.)

- New Prague, MN—Designated for hearing applications of Kingsley H. Murphy, Jr., New Prague Broadcasting Company and Joanna Kalyvas for an FM station on channel 238A (95.5 MHz) at New Prague. (MM Docket 87-477 by Order [DA 871553] adopted Oct. 21 by the Chief, Audio Services Division.)

- Indianola, MS—Designated for hearing the applications of Walter Gray Gilbert and Minority Broadcasting Corp. for an FM station on channel 245A (96.9 MHz) at Indianola.

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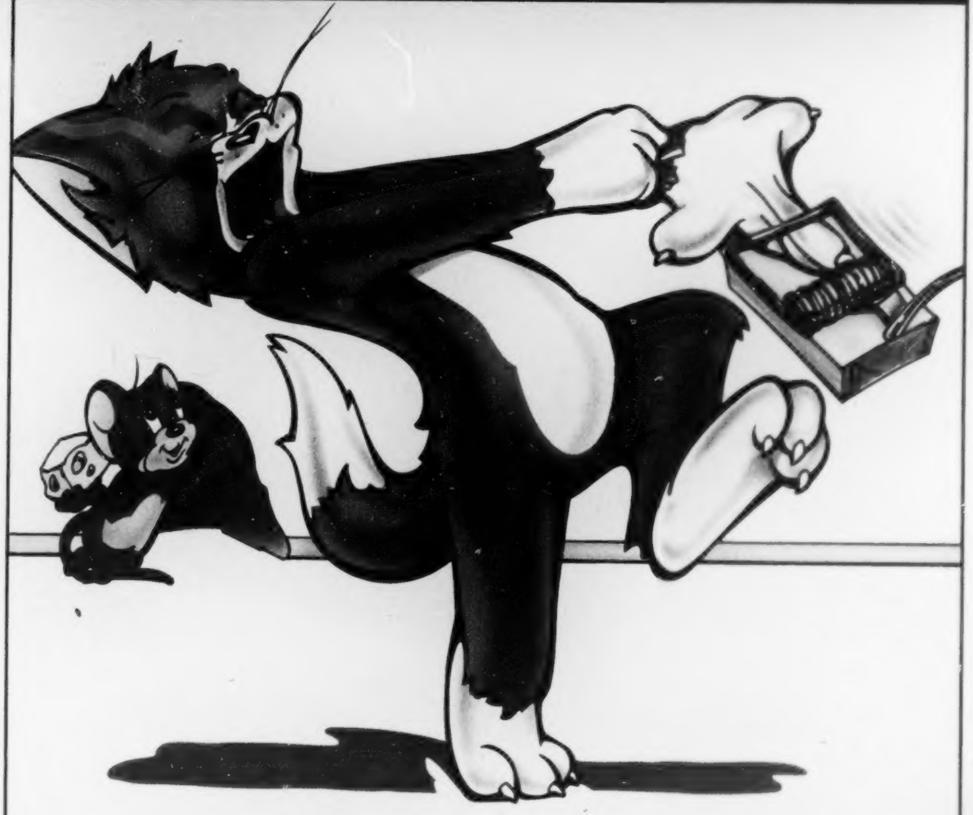

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LOCAL TV JOURNALISM

Vol. 113 No. 20

Broadcasting Nov 16

Broadcasters get upper hand in transfer tax fight... page 43.

Wing expected to fill Dawson's FCC seat... page 43.

White House pushes antipornography bill... page 45.

GOING THE DISTANCE: LOCAL JOURNALISM '87 ☐ BROADCASTING's annual report on local journalism showcases the range of stories and issues covered by a cross-section of local TV stations and cable systems nationwide, from covering the Pope's U.S. tour to massing public service efforts against substance abuse. Capsule reports on what stations and cable systems are doing begins on **PAGE 40.**

THIRD-QUARTER BLUES ☐ Three-network time sales revenue for third quarter is off by more than 4% from last year according to Arthur Young Co. research. **PAGE 44.**

ROUND THREE ☐ President Reagan's third attempt to fill vacant Supreme Court seat is San Francisco Appeals Court Judge Anthony Kennedy, who is viewed as judicial conservative holding generally strong First Amendment views. **PAGE 47.**

TVB '87 ☐ Television Bureau of Advertising meets in Atlanta, focusing on obtaining greater share of local retail advertising. New TVB president-elect Moll says organization's goals include increasing TV ad revenues, to be more "customer focused, high performance and growth oriented." **PAGE 46.**

NAB WHITE PAPER ☐ In 14-page report to members of Congress, NAB lays out alternatives to taxing broadcast stations to raise money for noncommercial broadcasting—taxing sale of TV's, radios and VCR's instead. **PAGE 130.**

ENTERPRISES DISSOLVED ☐ NBC dissolves its Enterprises division, dispersing operation's businesses to executives at NBC television network and corporate communications. **PAGE 133.**

LEMASTERS TAKES CHARGE ☐ CBS names Kim LeMasters, former CBS vice president of programs, as president of its entertainment division, replacing B. Donald (Bud) Grant. **PAGE 144.**

SEE YOU ON THE RADIO ☐ CBS News correspondent, Charles Osgood will have broader role on CBS Radio Network. Beginning week of Jan. 25, he will anchor four, four-minute *Osgood File* programs each weekday during morning drive. **PAGE 146.**

CABLE'S TOP PRIZE ☐ National Academy of Cable Programing announces 314 ACE Award nominations. **PAGE 150.**

MARKETING MAN ☐ CBS-TV's David Poltrack is charged with both charting that network's ratings fortunes and targeting new markets to improve that curve. **PAGE 175.**

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sored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) [illegible]6-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. Intercontinental hotel, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

March 1988

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

March 13-15—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

April 1988

April 8-10—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 12—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 16—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 18-20—*Broadcast Financial Management Association* annual meeting. Hyatt Regency New Orleans, New Orleans. Information: (312) 296-0200.

April 28-May 3—24th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

May 1988

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring in Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 17—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

May 18-21—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 18-19—Sports Conference. New York Marriott

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 16

Vol. 113 No. 20

FCC bound: Wing in line for Dawson vacancy

The White House has tapped Washington communications attorney Susan Wing to fill the FCC seat being vacated by Mimi Weyforth Dawson.

Dawson, who has been nominated to be the next deputy secretary of transportation, is scheduled to go before the Senate Commerce Committee for her confirmation hearing this Tuesday (Nov. 17). If all goes well, said one committee aide, Dawson could win full Senate confirmation by the end of this week or early next.

The White House's selection of Wing is not official, but it is seen in Washington communications circles as close to certain. Wing was not available late last week to confirm her selection.

Wing, 40, is a partner with Hogan & Hartson, a prominent Washington law firm with a substantial communications practice. Among its broadcasting and cable clients: the National Cable Television Association, Chris-Craft Industries, United Television, Allbritton Communications, Continental Cablevision, Cooke Cablevision and Prime Cable.

Wing's reputation among the Washington legal community is as a first-rate litigator in comparative hearings for broadcast licenses at the FCC. "She was tough," said Gene Bechtel, Bechtel & Cole, recalling a few cases in which he opposed her. "Hogan & Hartson has a reputation as being tough anyway and she fit into that mold."

Jay Ricks, another partner at Hogan & Hartson, acknowledged her broadcast work, but said she has also represented some cable and common carrier clients.

Wing is said to be as conservative in style as in politics. "She is definitely a Republican," said one partner. "She will have no problem with the FCC's deregulatory agenda."

Wing's name has been circulating as a possible FCC commissioner since early this year. At that time, she was being mentioned as a replacement for the departing Mark Fowler. The White House assigned that seat to Bradley Holmes, but Wing's name quickly reemerged when President Reagan announced his intention to nominate Dawson to DOT.

Wing has one clear White House connection. Her husband is M.B. Oglesby, a former White House congressional lobbyist. He is now a partner in the political consulting firm of Hecht, Spencer & Oglesby.

A native of Dallas, Wing received a bachelor's degree from Spring Hill College, Mobile, Ala., in 1969; a master's from Sangamon State University, Springfield, Ill., in 1972, and a law degree from Georgetown University, Washington, in 1978.

Between 1973 and 1976, she worked at the Department of Health, Education & Welfare, serving as special assistant to the assistant secretary for public affairs. From 1976 to 1978, she was executive assistant to the director of the Council for Wage and Price Stability.

Good news on transfer tax front

All indications are that Hollings's proposal will not make it into White House deficit-reduction plan

Broadcasters may soon have reason for celebration. The prospects for defeating a congressional initiative that would levy a 2% to 5% license transfer fee on the sale of broadcast properties brightened significantly last week, although industry leaders were not resting on their laurels.

According to the National Association of Broadcasters, the fee/fairness doctrine codification proposal (BROADCASTING, Oct. 26 et seq.) won't be included in a deficit-reduction package the White House and congressional leaders are considering. The package, when it emerges from the so-called "economic summit," will likely replace the current budget reconciliation measure pending in the Senate that contains the fee proposal and language codifying the fairness doctrine.

Despite that progress, NAB President Eddie Fritts stopped short of declaring a victory. "We have come a long way in a short period of time," Fritts said. "I'm telling you, it's cooking pretty good."

Since the proposal emerged, NAB has engaged in a massive grassroots lobbying campaign to squelch it. Last week, the association was said to have commitments from 50 senators who will oppose the transfer fee/fairness doctrine in the event it does comes to a vote on the Senate floor. The association is shooting for 60 votes, giving it a "super majority" and enabling it to stop any parliamentary maneuvers by the proposal's author, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.).

Among the lawmakers NAB is said to still be courting: Minority Leader Robert Dole (R-Kan.); Alan Dixon (D-Ill.); Strom Thurmond (R-S.C.); Bennett Johnston (D-La.); John Breaux (D-La.); William Cohen (R-Me.); Harry Reid (D-Nev.); Arlen Specter (R-Pa.); Pete Wilson (R-Calif.); John Warner (R-Va.); Paul Trible (R-Va.); Sam Nunn (D-Ga.); Nancy Kassebaum (R-Kan.); Thomas Daschle (D-S.D.), and Wyche Fowler (D-Ga.).

Even Hollings admitted broadcasters were making headway. At a Senate hearing on public broadcasting (see page 49), Hollings acknowledged the broadcasters had the White House on their side. "They're [broadcasters] all over up here now and ready to kill it. . . and they've got a commitment from the White House to kill it," said Hollings.

And the senator said he has been "fighting" back. Last week Hollings sent out a "Dear Colleague" letter hoping to clear up the "disinformation spewed out by the broadcasters."

The chairman lashed out at the broadcast industry. "They're a very, very, selfish group," he said. "Can you imagine the audacity of saying we favor a spectrum fee for everybody but us," commented Hollings, referring to an NAB "white paper" advocating the auction of nonbroadcast spectrum.

Hollings's animosity may not bode well for the industry's future dealings with him. "We're clearly cognizant about our future relationship with Hollings and that's why we have made it clear we are not attacking him," said Fritts.

Fritts conveyed the good news to his board of directors and major broadcast group heads in a letter last week. According to the letter, only those proposals that are noncontroversial will "likely survive as viable parts of the budget summit." NAB has learned that the "transfer tax/fairness doctrine has been proclaimed the most-controversial of any single proposal," Fritts wrote. NAB was also said to have polled those Hill members participating in the summit and found a majority sided with broadcasters.

Fritts said the NAB plans to keep the pressure on, especially in the House where efforts led by House Energy and Commerce Subcommittee Chairman John Dingell (D-Mich.) to codify the fairness doctrine prior to the end of the current session are underway.

Fritts

He identified two legislative vehicles Dingell may use to move the doctrine. "One is the budget reconciliation process and the other is the continuing resolution. We are again alerting all LLC's [NAB's legislative liason committee] to redouble their efforts in the House," wrote Fritts. It is anticipated the continuing resolution will come to a vote on the House floor this week (BROADCASTING, Nov. 9).

The summiteers are trying to reach an agreement before Nov. 20 when the Gramm-Rudman-Hollings balanced-budget law kicks in with automatic across-the-board budget cuts. They hope to cut the federal deficit for fiscal 1988 by at least $23 billion of which roughly $10 billion would come from revenue-raising proposals. As of late last Friday, industry lobbyists were reporting that the transfer fee/fairness codification proposal was still off the table.

According to former FCC Chairman Mark Fowler, now with Latham & Watkins, who has been working against the proposal on behalf of several clients, the White House is firmly opposed to the idea. The administration finds the proposal troubling for a number of reasons, Fowler said. "They don't like it because it's a tax; they don't like the idea of reimposing the three-year rule, and they don't like the idea of funding public broadcasting in this way." Moreover, codification of the fairness doctrine, runs counter to the President's veto of the doctrine, he added.

Still, Fowler stressed the volatility of the situation: "Of course, this is so fluid, everything is subject to change." ☐

TV networks revenue down in third quarter

The three-television network time sales revenue for the third quarter were off by more than 4% from last year's total, according to figures compiled by Arthur Young Co. Gains in prime time were offset by decreases in every other daypart, especially daytime and news, the unaudited data shows.

Third-quarter gross time sales revenue was $1.59 billion, leaving net revenue of $1.35 billion after subtracting $237 million in advertising agency commission, according to the figures, which do not break out the separate networks.

For the first three quarters, net revenue was just behind 1986's $4.71 billion, totalling $4.69 billion, the results propelled by increases in the prime time and sports dayparts. Second quarter net time sales revenue was $1.75 billion versus $1.6 billion in the first quarter.

Prime time sales, which represent one-half of all three-network sales revenue, gave the companies their only quarterly boost. Prime time net revenue for the period was up nearly 7% to more than $676 million. The daypart was up 4% to $2.43 billion for the year-to-date. Second-quarter prime time net revenue was $933 million, first quarter was $823 million.

Any increases for the quarter and the year so far, however, have been undercut by substantial three-network declines in daytime and news dayparts. Daytime was off nearly 24% from last year's third quarter, losing more than $65 million to total $212 million in net revenue. For the first three quarters, net revenue from daytime time sales was off almost 14% to $764 million. Second-quarter daytime net revenue was $300 million, first quarter was $253 million.

News was off more than $30 million for the quarter, with an 18% decline in net revenue to $147 million. The decrease was the daypart's worst for 1987, leaving year-to-date news net revenue off 10.5% at $490 million. Second-quarter news sales net revenue was $195 million, with first quarter revenue at $148 million.

Also declining were time sales for children's programing, down 6% for the quarter to net revenue of $33 million. The daypart was off slightly for the year-to-date. Late night was off almost 3% for the quarter, with total net revenue of $69 million and flat for the year at around $212 million.

Sports, flat for the quarter at $212 million, was up nearly 11% for the three quarters to $703 million, with most of the improvement coming with the second quarter's $199 million in net revenue. First-quarter net revenue from sports time sales was $292 million.

1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Third quarter '86	$5,387	$0	$0	$0	$735	$0	$6,122
Third quarter '87	3,940	0	0	0	3,177	0	7,117
% increase (decrease)	(26.86)	0	0	0	332.24	0	16.25
All other gross revenue from time sales*							
Third quarter '86	739,973	83,113	326,188	41,819	248,844	209,802	1,649,739*
Third quarter '87	791,223	81,093	249,209	39,243	245,114	172,274	1,578,156*
% increase (decrease)	6.93	(2.43)	(23.60)	(6.16)	(1.50)	(17.89)	(4.34)
Total gross revenue from time sales							
Third quarter '86	745,360	83,113	326,188	41,819	249,579	209,802	1,655,861
Third quarter '87	795,163	81,093	249,209	39,243	248,291	172,274	1,585,273
% increase (decrease)	6.68	(2.43)	(23.60)	(6.16)	(0.52)	(17.89)	(4.26)
Less advertising agency commissions							
Third quarter '86	111,641	12,269	48,647	6,239	37,261	31,339	247,396
Third quarter '87	118,998	12,148	37,191	5,852	36,550	25,761	236,500
% increase (decrease)	6.59	(0.99)	(23.55)	(6.20)	(1.91)	(17.80)	(4.40)
Total net revenue from time sales							
Third quarter '86	633,719	70,844	277,541	35,580	212,318	178,463	1,408,465
Third quarter '87	676,165	68,945	212,018	33,391	211,741	146,513	1,348,773
% increase (decrease)	6.70	(2.68)	(23.61)	(6.15)	(0.27)	(17.90)	(4.24)

*Includes $17,064,000 in color insertion revenue reported by three networks for 1987 third quarter and $10,377,000 for 1986 third quarter.

gramer, LeMasters was largely responsible for the development of *Beauty & the Beast*, the network's highest-rated new series.

With the search for a replacement over, Jankowski said CBS will put its resources into improving the schedule. To accomplish that, LeMasters said he will make some scheduling changes soon. With many of the new hour dramas on CBS performing poorly, he said that more emphasis will be placed on comedy development.

Jankowski admits the network desperately needs a hit. While several of the eight hours of new series this season from LeMasters have won critical praise, none have been ratings blockbusters.

LeMasters blames the World Series on ABC for pushing CBS into third, but pointed out that CBS has scored two consecutive second-place finishes during the November sweeps on the strength of its programing. □

CBS Radio listeners will be seeing more of Charles Osgood

Network is giving popular anchor four feature-oriented shows in morning drive as part of new format

The CBS Radio Network is broadening CBS News correspondent Charles Osgood's role in morning drive, starting the week of Jan. 25 as part of a new format. The new network structure, according to CBS, is based upon affilliate input.

Osgood, who is among the more highly-rated network radio personalities according to Statistical Research Inc.'s biannual RADAR reports, will be anchoring four different four-minute *Osgood File* programs each weekday during morning drive. (Feed times will be hourly from 6:25 p.m. NYT to 9:25 p.m.) *The Osgood File*, which covers breaking stories and human interest items, is currently three minutes long and is fed each weekday at 12:25 p.m. Osgood, however,

Seven lucky for NBC

Week seven (ended Nov. 8) went to NBC-TV, according to the Nielsen prime time figures. The network averaged a 15.7 rating and a 26 share, while CBS had a 14.1/23 and ABC a 12.6/21.

In the evening news race, CBS took the week with a 12.3/22. ABC placed second with an 11.1/20. NBC averaged a 10.6/19.

The prime time week, in AGB numbers, also went to NBC. The network's averages for week seven were a 16.4 rating and a 27 share. CBS pulled in an AGB 15.2 rating and a 25 share, while ABC's AGB numbers were a 12.0/20.

The chart below lists the 71 programs broadcast for week seven, with the Nielsen rank, rating and share presented to the left of each program name and the comparable AGB ranking and statistics listed on the right.

The same progams ended up as the top three shows for the week on both services; the first divergence came with CBS's *60 Minutes*, which was ranked fourth by Nielsen and fifth by AGB. The premiere broadcast of NBC's *Beverly Hills Buntz* came in at 11th on both lists, pulling a Nielsen 20.4/34 and an AGB 20.1/32.

The first wide divergence in ranking came with ABC's *Monday Night Football*, which ranked 18th with a Nielsen 17.5/30, but ranked 31st with an AGB 14.4/26. The same network's *Dynasty* came in 30th on Nielsen (14.9/26), but came in 49th on AGB (11.4/22). CBS's *Magnum, P.I.* came in 32d on both services with a Nielsen 13.6/22 and an AGB 14.1/23.

The premiere of ABC's *Sable* came in 56th on Nielsen's list with a 9.9/18. On AGB's list, the premiere ranked 63d with a 9.2/17.

CBS's *Leg Work* came in last (71st) among Nielsen households, where the show averaged a 5.3/9. Among AGB households, however, it was ABC's *Hotel* that brought up the rear, pulling in an AGB 6.8/13.

CBS took Monday night with its special movie presentation of *Echoes in the Darkness*, which ranked ninth for the week on the Nielsen list. The network took the evening with a 22.0/33, over ABC's 16.0/24.3 and NBC's 13.3/19.9. Tuesday went to ABC's 18.5/30.2. NBC had a 13.4/21.7, while CBS had a 9.7/16.2. ABC took Wednesday with a 15.5/25.5, over NBC's 12.5/20.6 and CBS's 12.2/20.2. Thursday went to NBC's 24.2/38.8. CBS averaged an 11.9/19.1 for the night, while ABC had a 9.2/14.7. Friday went to CBS (14.6/25.7). ABC came in second (10.4/18.3). NBC averaged a 9.9/17.7 for the night. Saturday went to NBC's 18.2/33.9, while ABC came up with a 9.2/17 and CBS with a 6.4/11.7. Sunday went to CBS's 19.8/31.6. NBC was next with a 17.5/27.7, then ABC, 9.9/15.5.

Nielsen		Net		AGB	
1.	31.4/48	N	Cosby Show	1.	31.4/50
2.	29.7/45	N	Different World	2.	30.2/47
3.	26.0/40	N	Cheers	3.	26.4/41
4.	24.0/38	C	60 Minutes	5.	24.2/39
5.	23.3/35	A	Growing Pains	8.	22.6/35
6.	23.1/41	N	Golden Girls	4.	25.6/45
7.	22.3/34	C	Murder, She Wrote	6.	23.9/36
8.	22.1/34	A	Who's the Boss?	9.	20.9/34
9.	22.0/33	C	CBS Special Movie - Mon.	7.	23.2/36
10.	20.7/34	N	NBC Sunday Night Movie	14.	19.2/32
11.	20.4/34	N	Beverly Hills Buntz	11.	20.1/32
12.	19.9/31	A	Moonlighting	15.	18.9/30
13.	19.1/35	N	Amen	10.	20.4/37
14.	18.7/32	N	L.A. Law	22.	17.4/30
15.	18.2/27	N	ALF	13.	19.6/29
16.	18.1/27	N	My Two Dads	25.	16.9/25
17.	17.7/27	N	Family Ties	17.	18.1/27
18.	17.5/30	A	Monday Night Football	31.	14.4/26
19.	17.5/31	N	227	12.	19.7/35
20.	17.3/29	C	Dallas	19.	17.9/30
21.	17.3/34	N	Hunter	16.	18.4/35
22.	17.1/27	A	Head of the Class	27.	14.9/24
23.	16.8/24	N	Valerie's Family	21.	17.6/26
24.	16.5/27	A	Perfect Strangers	29.	14.5/24
25.	16.5/27	C	CBS Sunday Movie	23.	17.3/28
26.	16.5/25	N	Matlock	18.	18.0/28
27.	15.9/25	A	Hooperman	26.	15.0/25
28.	15.2/26	C	Knots Landing	34.	13.4/23
29.	15.0/28	N	Facts of Life	20.	17.6/33
30.	14.9/26	A	Dynasty	49.	11.4/22
31.	14.6/27	C	Falcon Crest	28.	14.8/28
32.	13.6/22	C	Magnum, PI	32.	14.1/23
33.	13.4/22	A	Slap Maxwell Story	46.	11.6/19
34.	13.1/23	C	Equalizer	40.	12.7/24
35.	13.1/21	N	Highway to Heaven	24.	16.9/28
36.	13.0/24	A	Thirtysomething	45.	11.7/22
37.	13.0/23	N	St. Elsewhere	39.	12.8/24
38.	12.1/22	N	Crime Story	53.	10.8/21
39.	12.1/19	N	Our House	37.	13.2/21
40.	12.0/18	A	Dolly	36.	13.3/21
41.	12.0/21	C	Beauty and the Beast	30.	14.5/26
42.	11.6/18	N	J.J. Starbuck	38.	12.9/20
43.	11.4/21	A	20/20	33.	14.0/26
44.	11.4/18	N	Year in the Life	43.	12.5/21
45.	11.3/18	C	Jake and the Fatman	35.	13.4/21
46.	11.2/17	A	MacGyver	55.	10.2/16
47.	11.2/19	A	I Married Dora	59.	10.0/18
48.	11.2/17	N	NBC Monday Night Movie	44.	12.0/19
49.	11.1/19	N	Miami Vice	41.	12.7/21
50.	10.9/19	A	Full House	58.	10.0/18
51.	10.3/16	C	Wiseguy	51.	11.0/17
52.	10.2/16	C	Tour of Duty	52.	11.0/17
53.	10.1/16	A	Disney Sunday Movie	66.	8.9/14
54.	10.0/17	A	Mr. Belvedere	48.	11.4/19
55.	10.0/16	C	Oldest Rookie	47.	11.6/19
56.	9.9/18	A	Sable	63.	9.2/17
57.	9.7/18	N	Private Eye	62.	9.2/17
58.	9.6/18	C	Law and Harry McGraw	42.	12.6/24
59.	9.5/15	A	ABC Thursday Night Movie	54.	10.8/18
60.	9.4/16	A	Buck James	61.	9.3/16
61.	9.2/16	A	Ohara	65.	8.9/16
62.	9.0/16	N	Rags to Riches	50.	11.3/20
63.	8.6/17	A	Hotel	71.	6.8/13
64.	8.2/12	A	Spenser: For Hire	64.	9.0/13
65.	8.2/13	C	Houston Knights	69.	8.1/13
66.	7.7/12	A	Sledge Hammer!	67.	8.3/13
67.	7.6/13	A	Pursuit of Happiness	60.	9.6/16
68.	7.6/15	C	West 57th	57.	10.0/19
69.	6.9/13	C	My Sister Sam	56.	10.1/19
70.	5.6/10	C	Everything's Relative	68.	8.2/15
71.	5.3/9	C	Leg Work	70.	7.8/14

nel 228A at Harwich Port, to show cause why permit should not be modified to specify operation on channel 226A; comments Dec. 28, replies Jan. 12. (MM Docket 87-484, by NPRM and Order to Show Cause [DA 87-1587] adopted Oct. 16 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Glen Arbor, MI—Effective Dec. 21, amended FM Table to allot channel 251A (98.1 MHz) to Glen Arbor as its second FM broadcast service; filing window: Dec. 22-Jan. 21. (MM Docket 87-39, by R&O [DA 87-1583] adopted Oct. 16 by Chief, Allocations Branch.)

■ Willmar, MN—On request of Kandi Broadcasting Co., proposed amending FM Table by allotting channel 291C (106.1 MHz) to Willmar as its second FM channel; comments Dec. 28, replies Jan. 12. (MM Docket 87-483, by NPRM [DA 87-1586] adopted Oct. 19 by the Chief, Allocations Branch.)

■ Marshfield, MO—Effective Dec. 21, amended FM Table by substituting channel 284C2 (104.7 MHz) for channel 285A (104.9 MHz) at Marshfield; modified license of KTOZ(FM), Marshfield to specify operation on new channel. (MM Docket 86-302, by R&O [DA 87-1585] adopted Oct. 19 by the Chief, Allocations Branch.)

■ Columbia, MO—Denied Columbia FM, licensee of KARO(FM), Columbia, reconsideration of dismissal of its petition for rulemaking to modify its license and amend FM Table. (By MO&O [DA 87- 1580] adopted Oct. 7 by Chief, Policy and Rules Division.)

■ Lebanon and Bolivar, MO—Effective Dec. 21, amended FM Table to substitute channel 300C2 (107.9 MHz) for channel 221A (92.1 MHz) at Lebanon; modified license for KLWT, Lebanon, to specify operation on new channel. (MM Docket 86-278, by R&O [DA 87-1584] adopted Oct. 19 by Chief, Allocations Branch.)

■ Crete, NE—Effective Dec. 28, amended FM Table by substituting channel 281C2 (104.1 MHz) for channel 280A (103.9 MHz) at Crete and modifying the license of KBVB-FM to specify operation on the new channel. (MM Docket 87189 by R&O [DA 87-1613] adopted Oct. 30 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Copenhagen, NY—At request of Kevin O'Kane, proposed amending the FM Table by allotting channel 294A (106.7 MHz) to Copenhagen as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87500 by NPRM [DA 87-1610] adopted Oct. 30 by the Chief, Allocations Branch.)

■ Henderson, NY—At request of Tia A. Soliday, proposed amending FM Table by allotting channel 264A (100.7 MHz) to Henderson as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87499 by NPRM [DA 87-1609] adopted Oct. 30 by the Chief, Allocations Branch.)

■ Old Forge, NY—At request of George W. Kimble, proposed amending FM Table by allotting channel 259A (99.7 MHz) to Old Forge as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87-501, by NPRM [DA 87-1611] adopted Oct. 30 by Chief, Allocations Branch.)

■ Star Lake, NY—At request of Tia A. Soliday, proposed amending FM Table by allotting channel 290B1 (105.9 MHz) to Star Lake as its first local FM service. Comments are due Jan. 4, replies Jan. 19. (MM Docket 87502 by NPRM [DA 87-1612] adopted Oct. 30 by the Chief Allocations Branch.)

■ Manteo, NC—Effective Dec. 28, amended FM Table by substituting channel 251C2 (98.1 MHz) for channel 252A (98.3 MHz) at Manteo and amending permit of WZZI to operate on C2 channel (MM Docket 87-193 by R&O [DA 871614] adopted Oct. 30 by Chief, Allocations Branch.)

■ Brownwood, TX—At request of Group R Broadcasting, Inc., proposed substituting channel 257C2 (99.3 MHz) for channel 257A at Brownwood, and modifying license of KPSM(FM) to specify operation on C2 channel. Comments are due Dec. 31, replies Jan. 15, 1988. (MM Docket 87-485 by NPRM [DA 87-1596] adopted Oct. 19 by Chief, Allocations Branch.)

■ Kingsville, TX—Effective Dec. 21, amended FM Table by substituting channel 248C1 (97.5 MHz) for channel 249A (97.7 MHz) at Kingsville; modified license of KDUV(FM), Kingsville, to specify operation on new channel. (MM Docket 86-153, by R&O [DA 87-1582] adopted Oct. 7 by Chief, Allocations Branch.)

■ Liberty and Jasper, TX—Effective Dec. 24, amended FM Table by allotting channel 260C2 (99.9 MHz) to Liberty; and, substituting channel 264C2 (100.7 MHz) for channel 265A (100.9 MHz) at Jasper. Filing window opens Dec. 28, closes Jan. 27, 1988. (MM Docket 86-411 by R&O [DA 87-1593] adopted Oct. 19 by Chief, Allocations Branch.)

■ Hartford, VT.—On request of William A. Wittik, proposed amending FM Table by allotting channel 282A (104.3 MHz) to Hartford as its first local service; comments Dec. 28, replies Jan. 12. (MM Docket 87-482, by NPRM [DA 87-1549] adopted Oct. 7 by Chief, Allocations Branch.)

■ Big Stone Gap, VA, and Barbourville, KY—At request of Valley Broadcasting, Inc., proposed substituting channel 228C2 (93.5 MHz) for channel 228A at Big Stone Gap, VA, and modifying license of WLSD-FM to specify operation on C2 channel; and, proposed substituting channel 241A (96.1 MHz) for channel 228A at Barbourville, KY, and modifying license of WYWY-FM to operate on channel 241A. Barbourville Community Broadcasting Company, licensee of WYWY-FM, is Ordered to show cause by Nov. 9 why its license should not be modified. Commen~~ts are due Dec~~. 31, replies Jan. 15, 1988. (MM Docket 87-494 by NPRM and Order to Show Cause [DA 87-1597] adopted Oct. 19 by Chief, Allocations Branch.)

Actions

Commission Actions

■ Children's TV Ads.—Further comments sought on what action, if any, FCC should take to limit amount of advertising on children's TV programs. Comments are due Jan. 4, replies Feb. 18. (MM Docket 83-670 by Further NPRM/NOI [FCC 87-338] adopted Oct. 20 by the commission).

Review Board Actions

■ Review Board Conditions License Renewal of Seven Hills' KTVW-TV (MM DOCKETS 83-657, 84-835 [Report DC-1042, Action in Docket Case])—Granted license renewal of Seven Hills Television Company's KTVW-TV, Phoenix, subject to four stringent conditions. Action by the Review Board Oct. 28 by decision (FCC 87R-58).

■ Guadalupe, CA--Allowed Armando Garcia, applicant for a new FM station at Guadalupe, 20 days to make full written presentation of his past and present financial qualifications and the competing applicant, Reimer Broadcasting Limited, 10 days thereafter to respond. (MM Docket 85-298 by MO&O [FCC 87R-59] adopted Nov. 2 by the Review Board.)

ALJ Actions

■ Brunswick, GA—Granted application of Coastal Communications Inc. for new TV station on Channel 21 at Brunswick; dismissed competing applications of Ocean Corp. and DHA Broadcasting, Inc. (MM Docket 87-144, by Summary Decision [FCC 87D-38] issued Oct. 23 by ALJ Richard Sippel.)

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	*Sought by*
New FM	
WCBA-FM	Dean J. Slack, Corning, NY
Existing FM	
KBUZ	KSPG-FM Gary Violet, El Dorado, KS

Grants

Call	*Sought by*
New FM's	
KCUK	Kashunamiut School District, Chevak, AK
KASN-FM	Samoa Technologies, Inc., Pago Pago, AS
KKGL	D & M Communications, Inc., Pinetop, AZ
KBUX	Buck Burdette, Quartzsite, AZ
KNGS	William L. Zawila, Coalinga, CA
WGIN	Franklin Broadcasting, Calhoun City, MS
WMHN	Mars Hill Bcg Co., Inc., Webster, NY
KSMF	State of Oregon by State Board of Higher Ed., Ashland, OR
KRJT	Everett Co. Mason, Bowie, TX
WCQR	Golden Rule Organization Workshop, Inc., Waynesboro, VA
New TV's	
KSBS-TV	Constance J. Wodlinger, Steam Boat Springs, CO
WBHS	Silver King Bcg of Tampa, Inc., Tampa, FL
Existing AM's	
WKFL	WBEA Sumter County Radio, Bushnell, FL
WYTL	WPFR Power Rock Bcg of Indiana, Inc., Terre Haute, IN
WPZA	WPAG Washtenaw Bcg Co., Inc., Ann Arbor, MI
KIIQ	KSRN KSRN Corp., Sun Valley, NV
KDUK	KQAK Constant Communications of Oregon, Inc., Eugene, OR
WSQV	WBRX Heritage Bcg Corp., Berwick, PA
WHDZ	WLKK K & K Radio Bcg Ltd Partnership, Erie, PA
WTKS	WWWA Robert S. Cannella, Burnettown, SC
WJTZ	WCQR J.T. Parker Bcg Corp., Blountville, TN
WQZQ	WDKN-FM American Communications, Inc., Dickson, TN
Existing FM's	
WRJM-FM	WGEA-FM Shelley Bcg Co., Inc., Geneva, AL
WMGF	WALQ New South Communications, Inc., Troy, AL
KWVV-FM	KGTL-FM Peninsula Communications, Inc., Homer, AK
WCTH	WXOS Sounds of Service Radio, Inc., Plantation Key, FL
KKOY-FM	KQSM Neosho County Bcg, Inc., Chanute, KS
WGVU-FM	WGVC-FM Board of Control, Grand Valley State College, Allendale, MI
KIIQ-FM	KIIQ KSRN Corp., Sun Valley, NV
WNWV	WCZR Elyria-Lorain Bcg Co., Elyria, OH
KLCX	KDUK Constant Communications of Oregon, Inc., Florence, OR
WBHH	WGCQ Musicradio of South Carolina, Inc., Parris Island, SC
WMLI	WSEY Odon Madison Ltd Partnership, Sauk City, WI
Existing TV	
WGVU-TV	WGVC Grand Valley State College, Grand Rapids, MI
Notes:	
KSKF	State of Oregon by the State Board of Higher Ed., Klamath, OR

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11/23/87

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57th Year 1987

Operators take growing stake in cable programing

Race for the roses

Vol. 113 No. 21

Broadcasting Nov 23

Operator equity—rage in cable programing... page 40.

First 'blue ribbon panel' on ATV convenes... page 35.

Commerce Committee adopts TVRO bill...page 42.

No launch date yet for TNT... page 39.

MONEY MEN ☐ Cable operators, in effort to increase their position in programing, are taking equity stakes in programers, who find they need operators' distribution to launch. Some observers see dangers in such vertical integration. **PAGE 35.**

RECORDS SALE ☐ CBS board approves sale of CBS Records Group to Sony Corp. for $2 billion; speculation rises as to what CBS will do with cash from sales of CBS assets. **PAGE 39.**

LOOKING AHEAD ☐ Radio group executives address what's in store for 1988—from effects of October stock market crash to national and local spot dollars. **PAGE 44.**

LAUGHS FOR SALE ☐ TV stations and syndicators examine effects of large number of available half-hour situation comedies on future sales of genre. **PAGE 49.**

SEARCHING FOR RELIABLE REVENUE ☐ Corporation for Public Broadcasting Chairman Howard Gutin reiterates noncommercial broadcasting's need for "adequate, long-term source of funding." **PAGE 56.**

VIEW FROM THE TOP ☐ Sumner Redstone won battle for Viacom earlier this year. In this "At Large" interview with BROADCASTING, Redstone and executive he brought on board to run company, Frank Biondi, discuss business company is in and prospects for each of its diverse divisions. **PAGE 59.**

WIRELESS CABLE CONNECTION ☐ Microband Companies Inc. offers homes without cable in outer boroughs of New York and New Jersey suburbs six-channel wireless cable service. **PAGE 71.**

LEADING MAN ☐ CBS News Dallas correspondent, Harry Smith, is expected to be named male co-anchor of network's new morning news program, joining Kathleen Sullivan when program debuts Nov. 30. **PAGE 77.**

EYE ON THE FUTURE ☐ Ampex's M. Carlos Kennedy's steady watch on videotape technology trends help shape both Ampex and broadcasting industry. **PAGE 95.**

SCHEDULE SHUFFLE ☐ Following November sweeps, commercial broadcast networks revamp schedules. **PAGE 97.**

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loud and clear. Good Luck!—*Joe Stallings, East Texas State University, Commerce, Tex.*

Comparative complaints

EDITOR: I was thrilled to read David Tillotson's Oct. 5 "Monday Memo" regarding the FCC's comparative process and its inherent problems.

It was a delight to see a Washington attorney stand up for those of us out here in the real world of radio broadcasting who are continually looking for unique business opportunities in various markets. Having been through a hearing process that had many of the elements of attorney Tillotson's synopsis, I can attest to the reality of his comments.

From an insiders point of view, what started out as a good idea on paper by the FCC has been turned into a gamble and a strategy game that is indisputably unfair and corrupt. My previous comparative hearing ordeal ended in a merging of the three parties involved. While I certainly agreed to the terms of the merger, the FCC, in actuality, twisted my arm. It's the system that did it and it took a lot of courage for Mr. Tillotson to speak out against the process. Sure, he and his partners stand to gain from the unfair standards that have been "accepted" so far, but that certainly doesn't mean they are fair and correct.

It seems to me that the FCC must quickly evaluate its procedure for determining who will be awarded a broadcasting license and in that process it must open its eyes to the dirty tricks and tactics that go on in this most unfair procedure. Serving the public interest cannot be decided on strategy that is contrived to win a license. With common sense prevailing, the FCC should review what has happened and correct this obvious blunder.—*Howard M. Ginsberg, partner, general manager, WKAJ(AM)-WQQY(FM) Saratoga Springs, N.Y.*

Spector memorial

EDITOR: I read with interest your "Suggestion Box" editorial in your Oct. 26 issue. It is heartening to see others recognize Beryl Spector's enormous legacy of contributions to the Broadcast Promotion and Marketing Executives. Her spirit, energy and enthusiasm helped move us forward in so many areas.

That is why, very soon after her death, last year's BPME President Judy Horan immediately proposed, and the BPME board unanimously enacted, a change of name for the BPME AERho scholarship. As you know, the $2,000 annual grant is the largest single scholarship administered by the National Broadcasting Scholastic Honorary Society. It is henceforth known as the BPME/AERho Beryl Spector Memorial Scholarship.

This was an appropriate move by BPME because not only was Beryl concerned about the scholarship and young people, but because her prime focus was on sharpening BPME's emphasis on improving professional education at all levels. Thanks to her that will remain our number one priority.

We feel that this lasting tribute will help us focus on Beryl and her achievements, and will keep her spirit alive for new generations of young, aspiring promotion and marketing professionals.

Tax deductible contributions in Beryl's name to the scholarship fund are accepted at any time by the BPME Foundation, a nonprofit organization that administers the Scholarship.—*Lance Webster, executive director, Broadcast Promotion & Marketing Executives, Lancaster, Pa.*

Call concern

EDITOR: In the Oct. 26 issue of BROADCASTING you have an editorial and an article on page 56 devoted to the FCC's recent decision to drop a proposal that it abolish its geographic division of call letters—W's for those east of the Mississippi River and K's for those west of the river.

There's really little to rejoice about in this decision.

The FCC long ago gave up any pretense of regulating station identifications, the primary purpose of call letters. In the Chicago area there are 20 Class B FM stations. Eleven of these identify either primarily or almost exclusively with slogans, such as B-96, Praise-92, Q-101, FM-100, Lite Rock 102, Z-95, The Loop 98, rather than their assigned call letters. Many of these including WLUP (The Loop 98), WKQX (Q-101), and WLOO (FM 100), make only one very quiet, correct identification near the top of each hour. In between, most of the stations bombard us with as many as 20 identifications using slogans rather than call letters.

Just now, Z-95 (WYTZ) is having a contest in which listeners are called at random and are asked to name the call letters of their favorite station. The station clearly says that the call letters are Z-95. They never even suggest that WYTZ is the real, correct answer.

And, on the AM band, WCZE frequently states: "You are listening to COZY." A lot of people know that 'C' call letters are assigned exclusively to Canada and Cuba. Where does COZY fit in with either 'W' or 'K'?

A local TV station identifies itself as TV-38. How many stations are on channel 38 in the U.S.? More than 10.

And perhaps, even better, I recently spent four hours listening to America's newest shortwave radio station, WCSN Boston. During that time they never once identified the station as WCSN, and, perhaps, to top it all, they use two totally different slogans to identify the station; one for Sundays, and one for the other six days of the week.

And then your article on page 56 mentioned that rating services were opposed to the possibility of eliminating the W and K differentiation. What do they use for identifications in markets such as Chicago where call letters for many of the stations are probably unknown by most of the populace?

The point of all this is that the FCC closed the barn door well after the horse escaped. By totally ignoring what was actually happening in the marketplace, they have allowed an incredibly chaotic, duplicative (how many FM-100's does America have?) system of station identification to take root and flourish.—*Joseph B. Martin, North Chicago, Ill.*

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Vertical Integration

The business behind the boom in cable programing

The setting is the Denver office of the chief executive of a major MSO. On the other side of the desk is someone with a "great idea" for a new cable programing service.

Programer:...It's a goldmine.

CEO: Mmmmm.

Programer: Well, we'll give operators an equity interest.

CEO: Mmmmm.

Programer: OK, we'll give you 51% ownership, but not a dime more.

CEO: Mmmmm.

Programer: OK, OK, you can have 80%, but I've got to have 20% to meet payroll.

An exaggeration? Yes. But in the past 18 months, cable operator ownership and equity participation—the foot soldiers of vertical integration—have rapidly become the quid pro quo for launching new services.

There are a number of reasons why this method of financing/distribution has come into vogue. Cable operators see equity participation as a way to insure that services they feel their subscribers want will see the light of day. It gives cable operators greater, or in some cases, total control over the service. As industry proponents call for cable-exclusive programing to differentiate themselves, owning programing services takes on more allure. For many years, and to a lesser extent today, the cable industry has been criticized for relying on warmed over network or syndication reruns. Flush with cash from the completion of most system construction, and freed from local rate regulation, cable operators have the money to plow back into programing. And they are using some of that money to take equity stakes in programing services.

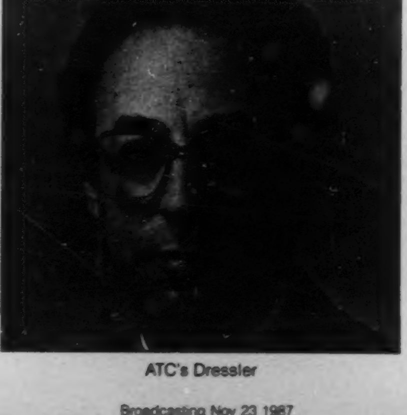
But although cable operators look at equity as a way to acquire a wider range of programing, and much that otherwise might not be produced, critics see the same development as an attempt by cable operators to hoard product and an example of an insensitivity to exclusivity arrangements that have helped cable prosper.

Programers who have tried to launch services in the past 18 months have found the shelf space dwindling. Channel capacity is as tight today on cable systems as it was in the early 80's. Although the situation is expected to ease somewhat by the early 1990's, as the last of the major urban builds are finished and system upgrades continue, cable operators are wondering how many more services can be added, since in the end consumers wind up paying for them.

Today's capacity crunch, which threatens to postpone the launch of the one of the industry's most solidly backed services, Turner Broadcasting System's Turner Network Television, is causing potential programers to offer equity stakes to operators to insure carriage. Most of the equity ventures that have launched in the last year and a half have a telemarketing feature, such as the Travel Channel, The Fashion Channel and the QVC Network. But other services have launched, although on a much lower scale, without equity offerings, the Consumer Discount Network and Movietime, for example. You TV and Teleworld are also on the drawing boards for launch next year, but neither came out of the blocks with equity participation ast part of its company structure.

Financial News Network's Meister

Fashion Channel's Herman



ATC's Dressler

"An equity deal is wonderful for initial distribution, and it secures a lot of different fronts," says Sheri Herman, vice president, sale and marketing, Fashion Channel, which launched with 65 equity cable operator partners. "But work still has to be done on a day-to-day basis to make sure it's a working partnership. If you don't have that, the best equity deal in the world won't matter."

David Meister, Financial News Network director, has launched services with and without equity. "In reality, what you have, no matter what the piece of paper between the two entities, is an inherent partnership in the promotion of a cable programing service to the consumer," says Meister. "In that process, a deal is going be made, whether you call it equity, revenue sharing, affiliate fee, commission or whatever. If it isn't a reasonable and fair deal, the whole thing breaks down."

Cable operators, although coming from a different perspective, also find that the equity-carriage element is a very important part, but that aspect alone won't carry a service. Still, some operators are more bullish than others when it comes to ownership or equity participation. Bob Redella, vice president, programing and investments for Cox Cable, lists what's important for getting a new service off the ground: "All the pieces really have to fit. The service has to be quality. It has to have a continuous flow of programing. It has to have good management. It has to have the necessary finances and finally it has to have carriage." Cox has taken a strong position in program service ownership, through the Discovery Channel, Home Premiere Television and its own home shopping service, America's Shopping Club. But the key question in launching a new service, said Redella, whether equity or ownership stakes are involved, is: "Is the programing of quality value for the consumer?"

Taking a bit more cautious approach is American Television & Communications, the second largest MSO. "We are not out looking for equity positions in cable services," said Fred Dressler, vice president of programing. "We understand why people are offering equity, but it's our position that we'd rather make decisions on the value of the product and not the value of the investment."

While we're on the subject

An extended discussion on the approaches of various MSO's to ownership in program services, and an examination into why programers offer equity in order to gain distribution, continues on page 66. A list of the principal regional sports programing services, many owned by cable MSO's, appears on page 67.

Who owns what with whom in cable networking

Basic services

Network	*Subscribers*	*Ownership*
ESPN	44,300	Capital Cities/ABC (80%), RJR Nabisco (20%)
WTBS	41,642	Turner Broadcasting (Ted Turner 65%, Time Inc. **[ATC]** 11.5%, **TCI** 10.1%, **UA** 4.8%, **United** 3.2%, **Warner** 1.8%)
CNN	41,642	Turner Broadcasting (Ted Turner 65%, Time Inc. **[ATC]** 11.5%, **TCI** 10.1%, **UA** 4.8%, **United** 3.2%, **Warner** 1.8%)
USA	39,000	MCA (50%), Paramount (50%)
MTV	37,100	MTV Networks Inc. **(Viacom)**
Nashville	36,000	Gaylord Broadcasting
CBN	35,834	Christian Broadcasting Network
Nickelodeon	35,800	MTV Networks Inc. **(Viacom)**
Lifetime	32,300	CC/ABC (33%), **Viacom** (33%), **Hearst** (33%)
Weather Chan.	31,053	Landmark Communications (former parent of TeleCable)
Nick at Nite	31,000	MTV Networks Inc. **(Viacom)**
Headline News	28,352	Turner Broadcasting (Ted Turner 65%, Time Inc. **[ATC]** 11.5%, **TCI** 10.1%, **UA** 4.8%, **United** 3.2%, **Warner** 1.8%)
FNN	27,000	Infotech (20%), Dr. Earle Brian (15%)
A&E	27,000	CC/ABC (33%), NBC (33%), **Hearst** (33%)
Discovery	25,600	**TCI** (14%), **United** (14%), **Cox** (14%), **Group W** (14%), **Newhouse** (14%), management, New York Life Co., Allen & Co. (30%)
C-SPAN	23,000	**Cable operator supported**
VH-1	22,900	MTV Networks Inc. **(Viacom)**
WGN	22,481	Tribune Broadcasting
Score	19,800	Infotech (20%), Dr. Earle Brian (15%)
CVN	19,000	COMB Co. (50%), **18 cable operators*** (50%)
BET	15,000	Bob Johnson (51%), BET president, **TCI** (16%), **HBO** (16%), **Taft** (16%)
HSN I	13,500	Home Shopping Networks Inc.
C-SPAN II	12,500	**Cable operator supported**
Tempo TV	12,500	**TCI** (pending owner)
Telshop	11,000	Infotech (20%), Dr. Earle Brian (15%)**
QVC Network	10,747	QVC Network (65%), **Comcast** (14%), **cable operators** (21%)***
Inspirational	10,700	PTL Club
Learning Chan.	10,300	Infotech (40%), Appalachian Community Service Network (40%), officers and employes (20%)
WWOR	10,100	MCA
Silent Network	10,100	Silent Network Inc.
Video Mall Net.	10,000	Video Shopping Mall (Goodway Marketing 80%)
Trinity	7,200	Trinity Broadcasting Network (nonprofit)
Eternal Word TV	7,100	Eternal Word Television (nonprofit)
Fashion Channel	7,000	Charlie Gee (32%), **65 cable operators** (25%)**** **TCI** (10.5%), **United** (10.5%)
Country Music	6,700	Jim Guercio (principal owner)
Acts	6,000	Southern Baptist Convention
Travel Channel	5,700	TWA Marketing (100%), after equity offering TWAM will hold 63%, **cable operators** 37%*****
HSN II	4,200	Home Shopping Networks Inc.
Movietime	3,200	Employes (30%), Mabon, Nugent & Co., SRK Management, Loeb Partners and Hallmark (70%)
Shop TV	2,500	JC Penney (63%), STN (37%)******
WPIX	2,471	Tribune Broadcasting
Hit Video USA	2,100	Wodlinger Broadcasting
KTVT	1,891	Gaylord Broadcasting
Nostalgia	1,400	**Cooke Cablevision** (9%), **TeleCable** subsidiary has small percentage, largest single owners
Liberty	1,049	Liberty Broadcasting Network (nonprofit)
Consum. Disc. II	1,000	Entertainment Marketing Inc.
Sky Merchant	1,000	Jones Int'l. (parent of **Jones Intercable**)
America's Shop.	1,000	**Cox Cable**
Galavision	900	Univisa
Gospel Music Net.	844	GMN Ltd.
Motivation Net.	600	Rock Christian Network (nonprofit)
CDN I	526	Entertainment Marketing

Pay services

Network	*Subscribers*	*Ownership*
HBO	15,000	**Time Inc.**
AMC	7,000	Rainbow Program Enterprises (**Cablevision Systems**) 50%, **TCI** 50%
Showtime	5,300*	**Viacom**
Cinemax	4,100	**Time Inc.**
Disney	3,175	Walt Disney Co.
Movie Channel	3,000*	**Viacom**
Playboy	520	Playboy Enterprises
Bravo	500	RPE **(Cablevision Systems)**
Festival	30	**Time Inc.**

*Estimate. Showtime does not breakout figures for Showtime/The Movie Channel

Pay-per-view services

View. Choice I,II	4,000	**Viacom**
Request TV	2,500	**Daniels, United Cable, Centel, Heritage, American,** major motion picture studios
Home Premiere	2,300	**ATC, Cox, TeleCable, Continental** and **Newhouse** 20% each.
Cable Video Store	40	General Instrument

Bold face in right-hand column indicates cable operator ownership or ownership by company with cable systems in separate subsidiary.

*CVN—The ownership by **18 cable operators—American, ATC, Adam Corp., Cablevision, Colony, Continental, Cooke, Daniels & Associates, Heritage, Newhouse, Rogers, Sammons, TCI, Times Mirror, United Artists, United, Viacom, Warner**—is based on percentage of subscribers committed to service.

Telshop—FNN is offering equity to **cable operators (500,000 shares). FNN will retain two million shares.

***QVC Network—It is presenting owned by the public (65%), **Comcast** (14%) and **cable operators** (21%). When cable operators exercise warrants on 483,000 shares of preferred stock, redeemable for 10 shares of common stock, another 4.83 million shares will be added to the approximately 10 million shares outstanding. At that point, cable operators would own approximately 8.5 million shares of the 15 million shares outstanding, or 56% of the service. The largest in that group would be **TCI** (2,150,000).

****Fashion Channel—Among the larger cable operators with an equity stake are **Adelphia, American, ATC, Barden, Bresnan, Cablevision Industries, Centel, Century, Colony, Commonwealth Cablesystems, Continental, Cooke, Cox, Daniels, Enstar, First Carolina, Harron, Hauser, Heritage, Lenfest, Maclean Hunter, Marcus, Media General, Newhouse, Omega, Post Newsweek, Prestige, Sammons, Scripps Howard, Simmons, Susquehanna, Sutton Capital, Taft, TeleCable, TCI, Times Mirror, Triax, UA, United, United Video Cablevision, Viacom** and **Warner**.

*****Travel Channel—The final equity offering is to be placed by Dec. 1, whereby TWA Marketing will retain 6 million shares and **cable operators** will be offered 3.5 million.

******Shop TV—It has equity commitments from **30 MSO's** representing 3.3 million subscribers. MSO's will receive 1% equity in the service for each million homes they commit to. Cable operators who have major stakes in other shopping programs, such as TCI, United and Comcast, are not a part of Shop. Among the MSO's whose systems are carrying Shop TV are Cablevision Systems, Rogers, Continental and Warner.

TVRO's win round one on regulation

Commerce passes Gore-Ford bill; major fight expected on floor; it permits third parties to distribute cable program services to dish owners

The home satellite dish industry scored an initial victory last week when the Senate Commerce Committee adopted legislation (S.889) to regulate the TVRO marketplace. Still, final Senate passage is not a given; indeed, the battle is apt to intensify as it heads for a final floor vote. Proponents are hoping to see it move before Congress adjourns and are already laying the groundwork for House consideration.

Despite Commerce's action (it was approved by voice vote) there was some dissention. The Communications Subcommittee chairman, Daniel Inouye (D-Hawaii), thinks the measure is wrongheaded and promises to fight it on the floor. Inouye could be joined by Bob Packwood of Oregon, the ranking Republican on the subcommittee, who although absent from the debate (he was a participant in the White House-congressional budget summit), is known to oppose the bill as it was reported from committee. Ted Stevens (R-Alaska) also has problems with it.

S.889 would mandate that cable programers permit any qualified third party—inside and outside the cable industry—to distribute their services to dish owners. (To assuage some concerns, this provision was modified to "allow reasonable programer judgments to be made in qualifying distributors.") Proponents of the bill believe competition among multiple third-party distributors would keep prices of programing low enough to satisfy dish owners and bolster the sagging home satellite industry by making dish ownership more attractive to consumers.

Even those who favor S.889—Senators Pete Wilson (R-Calif.) and Larry Pressler (R-S.D.), for example—indicated they'll seek further refinements. Senator John Kerry (D-Mass.) expressed doubts about the need for such a bill and, according to staff, may offer some amendments. "A lot of work has to be done.... It's not over," said one Senate aide.

The controversial measure pits cable against the home satellite industry and has been the subject of a massive grassroots campaign by dish owners, dealers and manufacturers for several years; they failed by a vote of 55 to 45 to pass a TVRO bill in the Senate last year. But this time proponents feel the numbers are on their side. "This is far from over but we're really on the right track," said Fred Finn, president of the Home Satellite Television Association. The Satellite Broadcasting & Communications Association applauded the committee's actions and is hopeful the "momentum will carry over to the House side," said President Chuck Hewitt.

Senators Al Gore (D-Tenn.) and Wendell Ford (D-Ky.), the legislation's principal sponsors (along with Dale Bumpers [D-Ark.]), were equally pleased. Following the vote, Gore told reporters he is confident the measure will receive full Senate approval. "I am very pleased with where we are today," said Ford, who added, "those win-them-all's [an obvious reference to cable's numerous legislative and regulatory victories] are going to lose one."

Cable was not viewing the committee's action as a terminal blow. It was a case of the opponents choosing "not to have the fight in committee but on the floor," said National Cable Television Association President Jim Mooney. Nor does Mooney think the bill will be enacted because, he said, "it is fundamentally flawed. It is a solution in search of a problem and we will continue to oppose it."

43 leading roles on the new shows are held by women and that 19% of the new shows have no female characters. In many other programs, the study said, women have only minor supporting roles and irrelevant to the action. "This return of male-dominated programs halts Hollywood's slow but steady progress toward equitable portrayals of women on TV," the review concluded.

The report was released at a luncheon in Washington honoring the winners of the "1987 Women at Work Broadcast Awards." There were 10 first-place winners: A special achievement award, the "Commissioners Award" was presented to *Cagney and Lacey* for setting the standard for women on television. The awards followed a three-day conference that focused on training low-income women and displaced homemakers to be self-sufficient.

While decrying the lack of major roles for women in the new fall shows, the report said women are being more realistically portrayed. "Although the dominant female profile on TV is still that of a young, white and single woman who is professional, that profile is losing some dominance, as working class females and women in nonprofessional jobs are beginning to inch their way back on the screen after disappearing for almost a decade," the report said.

"We are pleased to see female characters who are not wealthy corporate presidents," said commission Chairman Alexis Herman. "Diverse, realistic images of women have been off the screen for too long, and their reappearance is welcome." She cited *Frank's Place* as a show that breaks new ground by introducing black female characters "who are varied and authentic."

The report said that "TV's portrayal of families is beginning to acknowledge the pressures of combining work and family life, in contrast to past seasons, when juggling parent/worker/spouse roles was portrayed as quite effortless."

But Herman complained that the proportion of single men raising children on TV is "many times more than in the real world." The report says two-thirds of all children in single-parent homes on the new shows live with men, while in reality 90% live with their mothers.

The commission also cited *My Two Dads* for containing scenes that are offensive to women. "Television this year has given us scenes that have been as flagrantly demeaning for women as any that have aired," said commission member, Betty Thomas, who played officer Lucy Bates on *Hill Street Blues*.

Although there is less sexual violence on TV this season—perhaps an unintended result of fewer women in the shows—the report complained that over all the shows present a new world in which men and women rarely interact.

"Relegating women to the sidelines or banishing them from programs altogether solves a number knotty of problems," the report said. "For one, it avoids the dilemma of how to portray sexual responsibility and sexual practices.

"Furthermore, it allows TV writers, most of whom are men, to create more male characters, which is what many know best," the report said, adding that "a lineup of male action shows is a strong attempt to lure disappearing men TV viewers back to the set."

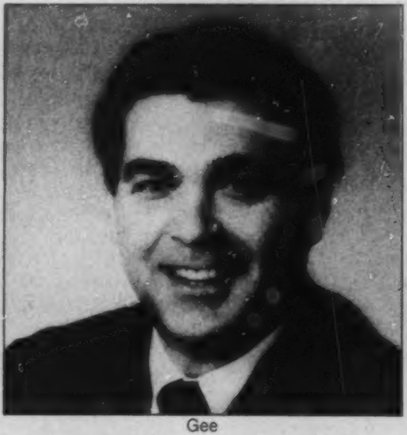
NBC takes week eight

	Nielsen	Net		AGB	
1.	33.9/51	N	Cosby Show	1.	31.9/49
2.	26.4/48	N	Cheers	2.	26.3/40
3.	25.8/37	A	Growing Pains	10.	21.4/33
4.	24.7/38	N	Night Court	6.	23.2/37
5.	23.7/36	C	60 Minutes	3.	24.8/38
6.	23.4/36	A	Who's the Boss	11.	20.7/33
7.	22.2/39	N	Golden Girls	5.	24.7/42
8.	22.1/34	N	Monday Night Movies	15.	19.3/31
9.	20.9/34	C	CBS Sunday Movie	7.	22.8/37
10.	20.8/31	C	Murder, She Wrote	4.	24.7/36
11.	20.1/33	N	L.A. Law	18.	18.3/32
12.	18.9/28	A	Head of the Class	21.	18./29
13.	18.9/28	N	Alf	13.	19.9/30
14.	18.7/33	N	227	9.	21.5/37
15.	18.6/30	A	Napol. & Josephine, 1	28.	16.1/27
16.	18.1/28	A	Perfect Strangers	29.	16./26
17.	18.1/27	N	Family Ties	12.	19.9/29
18.	18./35	N	Hunter	16.	18.9/36
19.	17.8/32	N	Amen	8.	21.8/37
20.	17.3/29	C	Dallas	23.	16.7/28
21.	17.1/26	N	Matlock	22.	17.9/28
22.	16.6/26	N	NBC Sunday Movie	24.	16.5/26
23.	16.4/24	C	Newhart	20.	18.1/27
24.	16.4/24	N	Valerie's Family	26.	16.2/24
25.	16.4/24	N	My Two Dads	17.	18.5/27
26.	16.2/26	A	Napol. & Josephine, 2	34.	14.4/25
27.	16.1/29	N	Facts of Life	14.	19.4/33
28.	15.9/27	A	Monday Night Football	38.	13.8/24
29.	15.6/24	N	Highway to Heaven	19.	18.2/29
30.	15.2/22	C	Designing Women	25.	16.4/25
31.	14.4/27	C	Falcon Crest	33.	14.4/27
32.	14.3/23	A	MacGyver	49.	11.9/18
33.	14.3/24	C	Knots Landing	40.	13.6/24
34.	14.1/23	N	Miami Vice	32.	14.5/24
35.	13.8/21	C	Magnum, P.I.	31.	14.8/24
36.	13.6/21	C	Jake and the Fatman	30.	15.7/25
37.	13.6/20	C	Kate & Allie	27.	16.2/24
38.	13.3/21	A	Napol. & Josephine, 3	53.	11.4/19
39.	13.1/20	A	Disney Sunday Movie	51.	11.6/18
40.	13.1/23	C	Beauty and the Beast	35.	14./24
41.	13./22	N	St. Elsewhere	42.	13.1/24
42.	12.9/20	N	A Year in the Life	48.	12.4/20
43.	12.8/21	C	Equalizer	39.	13.7/25
44.	12.5/23	A	20/20	37.	13.9/26
45.	12./20	C	Cagney & Lacey	41.	13.2/23
46.	12./18	N	J.J. Starbuck	43.	12.9/20
47.	11.7/18	A	Dolly	55.	11.1/16
48.	11.7/18	C	Wiseguy	46.	12.4/19
49.	11.7/18	C	Frank's Place	36.	14./21
50.	11.7/21	N	Crime Story	45.	12.5/22
51.	11.5/17	A	Spenser: For Hire	64.	9.1/13
52.	11.4/19	A	Mr. Belvedere	50.	11.6/19
53.	11.3/17	N	Our House	44.	12.7/20
54.	11.1/19	N	Rags to Riches	47.	12.4/21
55.	10.7/20	N	Private Eye	58.	10.7/20
56.	10.4/18	A	I Married Dora	56.	11./19
57.	10.4/16	C	Pee Wee's Playhouse	62.	9.4/15
58.	10.2/18	C	Law and Harry McGraw	52.	11.5/20
59.	10.1/18	A	Full House	54.	11.3/20
60.	9.5/14	C	Tour of Duty	57.	11./17
61.	9.2/15	A	Pursuit of Happiness	60.	9.8/16
62.	9.1/15	A	Buck James	69.	6.9/13
63.	8.8/15	A	Ohara	67.	8.1/14
64.	8.3/16	A	Hotel	65.	8.7/17
65.	8.2/12	C	Houston Knights	59.	9.8/16
66.	7.9/14	A	Sable	70.	6.5/11
67.	7.7/12	A	Sledge Hammer	66.	8.3/13
68.	7.5/13	C	CBS Saturday Movie	61.	9.7/17
69.	6.9/13	C	West 57th	63.	9.3/18
70.	6.3/9	A	Charmings	68.	7.4/11

Cable operators make the equity play

The posture that cable companies take on equity deals or outright ownership of programing services depends on the goals of the company and its executives. Tele-Communications Inc., the largest MSO, has made the most headlines in taking ownership positions in cable services. With its proposed buy of Tempo Enterprises and its stake in Turner Broadcasting System, TCI owns a piece of WTBS(TV) Atlanta, CNN, Headline News, Discovery Channel, Cable Value Network, Black Entertainment Television, Tempo TV, QVC Network, Fashion Channel and American Movie Classics and two regional sports networks, one in Pittsburgh, the other in Salt Lake City. It is also a major backer of the proposed ecumenical religious channel being put together by the National Interfaith Cable Coalition, although it does not have ownership in the venture. But TCI's aggressive stance is being followed by a host of other MSO's, which also own parts of TBS's programing services; Discovery; QVC Network (Comcast); Fashion Channel (United) and the new pay-per-view network, Home Premiere Television, which is owned by Cox, Continental, ATC, Tele-Cable and Newhouse.

Segel


Gee

Clasen

To operators it is a way to insure that programing, sometimes new and varied, gets to subscribers, and maybe, at the same time, makes a little money. Once tried many liked it.

"We didn't have any expertise in programing," says Comcast Cable President Bob Clasen, "and were very reluctant to make investments." But after the success of the Home Shopping Networks, the company commissioned a study on the subject. "QVC Network was an aspect of home shopping that we had commissioned research on. When we were approached, we had the expertise and didn't see shopping as more high risk oriented" than other businesses, said Clasen. Comcast was offered a stake in HPT and Discovery, but did not take it because it felt it had no expertise in those areas. Clasen said the company anted up for Turner because of strategic reasons. Still, Clasen said the company "wouldn't rule out that we'd make investments in programing." But the rule of thumb at Comcast on participation is whether a new programing service makes business sense. The company, said Clasen, looks for "investments with reasonable and predictable returns," which not all programing ventures can boast.

ATC's Dressler said: "We don't feel compelled to take an ownership position unless we feel that's the only way a service that we think is worthwhile can get off the ground. We feel the marketplace seems to be working quite well."

There are potential problems, said Dressler, with the proliferation of equity ownership. "When it's been offered, all of a sudden people get used to it," said Dressler. "It can be like a drug," he said, in describing operators who are "getting hooked" on equity. He sees particular problems "when a lot of these deals are based on distribution and not cash-out-of-pocket." There are additional reasons why ATC has distanced itself from too much equity participation. "We'd like to remain a little more independent to make our decisions...We have a lot more clout with a program supplier who can't take our distribution for granted," said Dressler.

The same financial aspects that make some operators wary of equity, make it more appetizing for others. "We approach it from an investment point of view," said Cox's Redella. "Some deals with equity participation along with other MSO's are not nearly as attractive as ones where we can team with a handful of MSO's in order to get into a larger position," as was the case with Discovery and HPT. With Discovery, "we have a say on the ongoing operation," an advantage that is lacking when programers "are just purchasing channel space," said Redella.

Cox took an ownership in HPT, the pay-per-view network, for a number of reasons. Redella said the company was not sure how the existing PPV services would shake out and to what degree they would be operator-friendly. The goal of HPT "is to keep the profits at the system level." With Request and Viewer's Choice, said Redella, "that's not going to happen." To Redella, PPV looks a little bit like the early days of basic, when programing was first offered free, then affiliate fees were assessed. "The profits belong on the system level," says Redella, and they serve "to entice [system operators] to keep stimulating the marketplace" with concentrated marketing. It was for that reason, along with Cox's desire to tap a "new growth revenue segment," that it invested in HPT.

In the case of QVC, Cox took an equity stake, but only a small one. "QVC was a real financial calculation," says Redella, "The opportunity there was a very short-term gain." The initial public offering was for $10, with operators being allowed to sell if the stock hit $20 for 20 consecutive trading days. Cox also has a small stake in Home Shopping Networks in addition to its own home shopping service.

Colony Communications is a smaller MSO and has made only "token investments" in start-up services, such as QVC, HSN and CVN. The criteria it follows, according to President Charles Townsend, include these: "Do we think it is a good service, and how do we maximize the return?" In Colony's case, the services were home shopping oriented. Aside from the 5% commission, "you can also make some good money on capital appreciation," said Townsend.

But for the mid-sized MSO, such as Colony, the involvement of larger MSO's in program service ownership has trickle-down benefits. TBS's Goodwill Games plans and ESPN's NFL package were offered to subscribers on a pro-rata basis, the first time that has happened, said Townsend. That meant no volume discounts for the large MSO's and an even shake for smaller operators, such as Colony. Each operator paid a direct ratio to the number of subscribers it committed. "We need them as much as they need us," Townsend said of the big guy-little guy relationship. "To get this high-profile programing costs money, and you've got to have the big operators in there to afford the big programing," said Townsend. "I feel that operators supporting programing networks is a positive direction," he said.

Perhaps the most successful widespread equity launch was the Fashion Channel, which lined up 65 cable operators in affiliation/equity agreements for its launch last month. The operators control 25% of the company, taking 2.5 million shares (at 20 cents a share). They include TCI and United, which have now taken greater stakes in the venture (see 36). The Fashion Channel has seven million subscribers; by the third year of the affiliation agreements, the shares will be released to the cable operators from an escrow account if the channel is in front of 18 million subscribers as committed by the operators.

Charlie Gee, chairman and chief executive officer of the Fashion Channel, found cable operators likely partners in getting the retailing service off the ground. The cable industry had already backed QVC and HSN, he said, and "to market the program better," selling equity stakes was the way to go. "They give us channel capacity," says Gee of operators, which, in turn, better position themselves with diversified programing by carrying the Fashion Channel. That increases penetration, which is the payoff for operators, said Gee. And although many MSO's are on board, they have not attempted to get involved in programing decisions. "They were very supportive and left it to us to run our own show," said Gee.

The Fashion Channel managed to sign up the MSO's before the capacity issue became critical. "We were very, very lucky in that regard," says Herman. "We got in before the door closed." But there was a "tremendous interest in seeing a service like the Fashion Channel get off the ground," said Herman. Only Jones Intercable, which did not want another shopping-related service to compete with its own service, Sky Merchant, and Cablevision Systems, which did not want to sign a five-year agreement, remain unsigned Fashion Channel distributors.

Meister launched FNN several years ago without giving away an equity stake during an era when channel capacity was tight. Since then, FNN's Score and Telshop have gone on the air, but the company's plans to extend the latter shopping service to 24 hours have been delayed. At present, FNN is offering cable operators a small stake in the home shopping service in hopes of getting it launched on its own channel. "You can't go around giving a five-year-old profitable company away," says Meister.

But in trying to sell Telshop this summer, Meister found that the playing field was tilted against it, especially with the other shopping services that MSO's were carrying. FNN decided to offer equity in Telshop as a carriage inducement, allocating 500,000 shares in Telshop for cable operators while FNN retains two million. To date, ATC, Cox, Viacom, Century, Centel and Cable America have signed or said they would sign, said Meister. The extent of the individual equity in Telshop depends on when operators sign up and the number of subscribers committed, a now-standard formula in the industry. The Telshop shares carry with them certain terms allowing for the convertibility to FNN shares. If the 500,000 shares are bought by cable operators and all the conversions are exercised, cable operators could own 8% of FNN in three years. At present, that is the extent of the plans for MSO participation. "As far as I'm aware, no operator has a substantial interests in FNN," says Meister.

Was FNN too late in offering equity in Telshop? Meister has run into operators who after viewing the Telshop presentation will say: "'That's a compelling argument [for your service], but I have equity in your competitors.' The reality is they don't have the same motivation." But Meister does not see sinister forces at work. "The cable operator gives us distribution, and conversely they need our services," he said.

Meister says cable operators "are not looking for asset appreciation. They are concerned that somehow, somebody will do something that hurts their business, that dilutes the value of cable. They have a loud voice and they will be listened to." But the bottom line, he said, is that "there's a certain amount of money available no matter how you configure it. If the cable operator squeezes too hard, then we can't run the business well and profit from it," said Meister.

Equity, said Joseph Segel, chairman of QVC Network, "was the most appropriate way to go because cable carriage was extremely valuable. Equity offers an opportunity that makes sense to the cable companies," said Segel, and allows QVC "to acquire the maximum carriage. It worked very well." Comcast was an early significant partner, and has since been joined by TCI.

"In our view, its a fair exchange," said Segel. "We got very valuable carriage which is essential. We never really considered anything other than a combination of equity and the standard 5% commission because it made sense to us."

And Segel sees no problems with operators wanting a say in the operation. "We welcome their comments," said Segel, because they provide instant feedback on how the service is doing. There is a line, Segel feels, that operators won't cross, both in financial and operational demands. "The cable companies are smart enough to recognize that the programer has to make money too; otherwise the equity isn't worth very much," says Segel.

Shop TV has 30 MSO's aboard in conjunction with its launch last month. The operators committed 3.3 million subscribers (Shop TV is up and running with 2.5 million at the moment), with MSO's eligible for a 1% stake in the service for every million homes. The equity offering runs through Dec. 30. The operators' equity is predicated on each signing a three-year affiliation agreement. With that comes a Shop TV six-month guarantee that it would match the highest commission of any other service, which can range up to 10%. To date, Shop TV is being carried by systems owned by Rogers, Warner, Continental and Cablevision Systems. Caroline Vanderlip, senior vice president, sales, said the reaction so far has been positive. The operators "like the programing and the look of the show," she said. The chief reason other operators have not come

Regional sports ownership

	Pay services	
Sportschannel New York	1,015,000	**Cablevision Systems**
Home Team Sports	720,000	**Group W**
Prism	400,000	**Cablevision Systems**
Pro-Am Sport Systems	317,000	Thomas Monaghan, Detroit Tigers owner
New England Sports Network	210,370	Boston Red Sox (34%), Bruins (34%), **SCI Television** (30%), New Boston TV Inc. (2%)
	Basic and tier services	
Madison Square Garden Network	2,120,000	Gulf & Western
Prime Ticket	1,800,000	Jerry Buss (50%), **Bill Daniels** (50%)
SportsVision Chicago	1,000,000	**Cablevision Systems**
Pirates on Cable	925,000	**TCI**
Sportschannel New England	725,000	**Cablevision Systems**
Home Sports Entertainment	574,400	Houston Sports Association
Sabres Network	500,000	Buffalo Sabres
Utah Jazz	325,000	Utah Jazz and **TCI** joint venture
Arizona Sports Programing Network	170,000	**Times Mirror Cable**
Trail Blazers	143,000	Portland Trailblazers
Sportschannel Florida	35,000	**Cablevision Systems**

Bold face denotes ownership by cable operator or company that operates systems through another subsidiary. Subscriber figures are from Paul Kagan Associates.

aboard, she said, has been channel capacity or their vested interests in other services. Among the no's are TCI, Comcast and United. Shop TV is 63% owned by JC Penney and 37% owned by STN Ltd., a public company.

The Travel Channel plans to complete its initial stock offering to cable operators in the next few weeks. It is offering cable operators 3,500,000 shares in exchange for households. At a penny apiece, the offering ($35,000) is not designed to raise money, since the channel has the backing of TWA, but to insure carriage. It is now seen on 5.7 million cable homes. The offering will dilute TWA's ownership portion to approximately 63%. The Travel Channel has not identified equity partners, but among the MSO's that are carrying the service are ATC, Cox, Storer, Warner, Hearst, Comcast, American, UA, Heritage and Times Mirror. The deadline for putting the Travel Channel on, and thus be eligible for the stock, is Sept. 1, 1988. A second draft of the prospectus is expected to offer operators another 500,000 shares, which dilute TWA Marketing's share to 60%. The Travel Channel gives operators a 5% commission on sales and remits 5% on the per-inquiry advertising that runs on the channel.

Jones Intercable's Sky Merchant service is on in roughly a million homes, most of them Jones subscribers, but the company plans to step up its marketing efforts as more programers shift to Galaxy III, the service's home, and cable operator attention follows. Jim Krejci, chairman and chief executive officer of Sky Merchant, says the service "is picking the most likely candidates" for its marketing efforts, since operators are already inundated with other home shopping services. Sky Merchant's goal is to reach five million. "You can do it [make a profit] at less than five million," says Krejci. But capacity remains Sky Merchant's chief obstacle. "There are niche markets," says Krejci, who believes cable operator concentration on Galaxy III will push Sky Merchant over the top. "The basics of the industry are very sound," he said.

There are programing services that have launched or tried to launch without equity participation. Movietime, a service that highlights entertainment that is appearing on pay and basic cable as well as in the theaters, has launched without an equity offering and is finding channel space and time where it can. "Giving away equity for subscribers, while it makes your distribution grow, is not the long-term way to go," said Larry Namer, president and chief operating officer of Movietime. "If you give away equity...there may be a tendency to turn you into a nonprofit organization," Namer believes, "because none of their cash is involved." If operators "put their cash in," he said, "they begin to look at it as more of an investment." Namer said nothing precludes an operator from buying Movietime stock on the open market. Still, Namer admits the lack of equity "significantly slows the process" of getting carriage. Launched this past summer, Movietime is on in 3.2 million households, and on target to reach break-even at seven million homes next summer.

David Heath, director of cable operations for The Consumer Discount Network, a home shopping service, said the company never opted for a stock ownership, and "that has hurt somewhat." The cable operator "has been conditioned as part of the deals" that have been made, he said. And Heath is getting CDN on where he can, on the downtime of Playboy, for instance. But Heath says: "Cable operators are more concerned with the value of programing for their subscribers" than stock warrants. CDN is caught in the industrywide evaluation cable operators are making with various home shopping services. "The masses will dictate what they want to see," says Heath. Despite the small subscriber count—CDN I has one million subscribers—Heath said the network is "real close" to break-even.

But there are indications that the equity play may be playing itself out. Teleworld, an informational service that plans to launch in May, has been offering equity to cable operators but has found few takers. Gerald Adler, president and chief executive officer of Teleworld, said Black Monday "has made equity a lot less desirable." Additionally, operators "would rather not have to be under the burden of considering the profit potential versus the pure potential" of the service, said Adler. Teleworld has stated it would offer 10% ownership in the service, and it has had discussions with the top MSO's. "They don't seem to be all that interested, and once they are, it's a question of how they divide [the equity] up," said Adler. That has led Teleworld to consider putting together a string of UHF television stations to get carriage of the service. The programing, said Adler, would work at just eight hours as it would at 24.

The decentralization of many MSO's has been a problem for many new programers. The increasing concentration of ownership would make it seem easier to get a large number of subscriber commitments at a faster pace. But decentralization makes a successful pitch in Denver only half the job, the other half being to convince the field operators to go aboard. Amos (Bud) Hostetter, chairman of Continental Cablevision, said: "We never forced a service down a local manager's throat. They have got to sign on themselves." There is a lot of communication between field and corporate levels at Continental, said Hostetter, but "the decisions here come from the bottom up."

ATC is also highly decentralized, but Dressler said "clearly we try to coordinate with our divisions." And while equity helps services to launch, the increasing pace of decentralization among MSO's (ATC has 24 divisions) makes a programer's job tougher as the same sell job has to be done on the regional level. "It's good to keep the program suppliers on their toes," says Dressler, "and not to assume that just because somebody in Denver thinks it's a good idea, every division across the country is going to carry a particular service."

□

Some of cable's loudest critics have decried what they see as greater vertical integration in the programing industry, where owner and distributor of programing are one and the same. They charge that operators won't make programing available to noncable services, such as MMDS, SMATV and TVRO markets, or will do so at an inflated price. Jack Valenti, president of the Motion Picture Association of America, may be the most vocal critic, but there are signs the government is beginning to pay some attention. Vertical integration in programing services is one of the many areas the National Telecommunications and Information Administration will examine in its wide ranging study into cable television service (BROADCASTING, Nov. 16). There are concerns that cable operators will some day acquire the same consolidations of programing and exhibition interests that led the government in 1948 to break up common ownership of movie studios and theater chains.

Some in the cable industry are concerned about vertical integration. Comcast's Claser said: "There is definitely a balance that's required." There would be trouble "if we were the gatekeeper for a large percentage of programers," he said. On the other hand, he said, the cable industry "made MTV. I would hate to see a brand name we created coming back on us."

Phil Lind, president, Rogers Communications U.S. cable operations, explains the dilemma cable operators face on equity. "I like it, but there are some real potential public policy problems if you're denying access." When Rogers has taken an ownership stake in the services—it owns 35% of the Canadian Home Shopping Network—it was because "we wanted the services to fly," said Lind. "But the industry has to be very aware of giving access. It can be made out to be a determining factor. If it is a marginal service, it raises public policy issues."

But other operators point to an increasingly competitive programing environment, which makes the vertical integration issue less important. There is more and more competition, ATC's Dressler pointed out, and as competing technologies develop it will be "more important for each of those technologies to control its programing."

To cable's adversaries, the operator equity/ownership situation raises questions of anticompetitive programing practices and product dominance. To the cable insiders, it is a question of competitive survival.

seven FM's principally owned by Myer Feldman, Adrienne Arsht and Bruce Houston. Action Nov. 6.

■ WMJW(FM) Nanticoke, PA (BALH870922HK; 92.1 mhz; 860 w; HAAT: 552 ft.)—Granted assignment of license from Thunder Broadcasting Corp. to Frank & Maley Inc. for $750,000. Seller is owned by Francis Koscielski (Frank Stanley). It has no other broadcast interests. Buyer is owned by Robert J. Maley and Joseph A. Frank, who also own WBAX(AM) Wilkes-Barre, PA. Action Nov. 6.

■ WESC-AM-FM Greenville, SC (AM: BTC870923[illegible]R; 660 khz; 50 kw-U; FM: BTCH870923HS; 92.5 mhz; 100 kw; HAAT: 2,000 ft.)—Granted assignment of license from Broadcasting Co. of the Carolinas to Flair Broadcasting C[illegible] for $15 million. Seller is wholly owned by Robert Schm[illegible] chairman, who has no other broadcast interests. Buyer is new New York-based company formed to acquire and operate radio stations and headed by John Boden, former president of Blair Radio, New York-based radio rep firm. WESC-AM-FM are company's first acquisition. Action Nov. 4.

■ WFON(FM) Fond Du Lac, WI (BALH870914GP; 107.1 mhz; 3 kw; HAAT: 312 ft.)—Granted assignment of license from Costas Enterprises, Inc. to Independence Broadcasting of Wisconsin Corp. for $3.3 million. Seller is owned by Don Rabbit, who has no other broadcast interests. Buyer is principally owned by John Goodwill and Peter Sulick. It also owns KSAL(AM)-KYEZ(FM) Salina, KN, and KOEL-AM-FM Oelwine, IA. Action Nov. 5.

New Stations

Applications

AM

■ Holly Hill, FL (BP871104AA)—Thomas H. Moffitt seeks 1180 khz; 7.5 kw-D; 250 w-N. Address: 304 Crane Cove, Longwood, FL 32750. Principal has no other broadcast interests. Filed Nov. 4.

FM's

■ Malvern, AR (BPH871104MF)—Malvern Broadcasting Co. seeks 93.3 mhz; 3 kw; HAAT: 35 m. Address: 1402 Hwy 27[illegible]th, Malvern, AR 72104. Prinicpal is owned by Kermit L. Richardson and family, who also own KBOX(AM) Malvern. Filed Nov. 4.

■ Malvern, AR (BPH871105MD)—Harbour Enterprises seeks 93.3 mhz; 3 kw; HAAT: 97 m. Address: 317 S. Main St., Malvern, AR 72104. Prinicpal is owned by Donald C. Harbour and family, who have no other broadcast interests. Filed Nov. 4.

■ Farmington, IL (BPH871104ME)—Farmington Broadcasting Co. seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 2104 West Moss, Peoria, IL 61604. Principal is owned by Phyllis O. Markley, who has no other broadcast interests. Filed Nov. 4.

■ Manhattan, KS (BPH871103MA)—Kansas Broadcast Associates seeks 104.7 mhz; 50 kw; HAAT: 150 m. Address: 948 Grant Ave, Lot #24, Junction City, KS 66441. Principal is owned Gevin C. Kidd, who has no other broadcast interests. Filed Nov. 3.

■ Manhattan, KS (BPH871104MB)—Little Apple Broadcasting seeks 104.7 mhz; 50 kw; HAAT: 150 m. Address: P.O. Box 1534, Emporia, KS 66801. Principal is owned Mike Law, who has no other broadcast interests. Filed Nov. 3.

■ Farmington, NM (BPH871104MI)—Voice Ministries of Farmington seeks 95.7 mhz; 100 kw; HAAT: 120 m. Address: Star Rte 5, Box 42, Gallup, NM 86515. Principal is owned by Frank Lucero and his wife, Cleone, and Fareed Ayoub and his wife, Annette. It has no other broadcast interests. Filed Nov. 4.

■ Middle Island, NY (BPED871102MF)—Longwood Central School District seeks 88.3 mhz; 250 w; HAAT: 34 m. Address: Yaphank Rd., Middle Island, NY 11953. Principal is educational institution headed by Barbara Weiss, president. Filed Nov. 2.

■ Shadyside, OH (BPH871103MC)—Shadyside Wireless seeks 95.7 mhz; 3 kw; HAAT: minus 42 m. Address: 4433 Wells Pkwy., University Park, MD 20782. Principal is owned by Arthur V. Belediuk, who has no other broadcast interests. Filed Nov. 3.

■ Shadyside, OH (BPH871104MH)—Getz Broadcasting Inc. seeks 95.7 mhz; 3 kw; HAAT: minus 42 m. Address: 4301 SW 35th Terrace, Topeka, KS 66614. Principal is owned by Gerald A. Getz, who has no other broadcast interests. Filed Nov. 3.

■ Delta, UT (BPH871105MI)—TGWM Inc. seeks 95.7 mhz; 100 kw; HAAT: 2 m. Address: 781 North Valley View Dr., #34, St. George, UT 84770. Principal is owned by Glen S. Gardner, Orval Wright, Rex L. Jackson and John L. Miles.

TV's

■ Panama City, FL (BPCT871103)—The Rock of Panama City Inc. seeks ch. 62; 2,000 kw vis., 200 kw aur.; HAAT: 219 m. Principal is owned by F. Nolan Ball, who has no other broadcast interests. Filed Nov. 3.

■ Joliet, IL (BPCT871102KE)—Joliet Television Station LP seeks facilities of WGBO-TV (BROADCASTING, Nov. 16). Address: 35 E Wacker Dr., Suite 1356, Chicago, 60601. Prinicpal is owned by Terry Dolan, who has no other broadcast interests. Filed Nov. 10.

Actions

AM's

■ Buena Vista, GA (BP870518AF)—Returned app. of Ruben Burton for 890 khz. Address: 613 S Lagrange Rd., Lagrange, IL 60525. Principal has no other broadcast interests. Action Nov. 6.

■ Lithia Springs, GA (BP850329AF)—Granted app. of Georgia Broadcasters for 830 khz; 50 kw-D; 1 kw-N. Address: 4610 Brainwood Dr., Sacramento, CA 95821. Principal is headed by James E. Auel, who also has interest in KEWQ(AM) Paradise; KGBA-FM Holtville; KKMC(AM) Gonzales; KPRZ(AM) San Marcos, all California; WCHP(AM) Champlain, NY. and WGNZ(AM) Titusville, FL. Action Nov. 5.

■ Rocky Mount, NC (BP860724AC)—Granted app. of Rocky Mount Radio for 1120 khz. Address: 85 E Harris St., La Grange, IL 60525. Principal is owned by Karen M. Cox, who has no other broadcast interests. Action Nov. 6.

■ Roxbury, NY (BP870109AI)—Granted app. of Harvest Broadcasting for 1400 khz; 1 kw. Address: P.O. Box 105, Hinsdale, NH 03451. Principal is owned by Brian Dodge, who has interest in KTIJ-FM Alva, OK. Action Nov. 3.

FM's

■ Sac City, IA (BPH860313MU)—Granted app. of Sac Radio General Partnership for 105.1 mhz; 3 kw; HAAT: 220 m. Address: 285 Burr Rd., East Northport, NY 11731. Principal is owned by Robert M. Reed, who has no other broadcast interests. Action Nov. 6.

■ Sweet Home, Ore. (861208MM)—Returned app. of Nanette Markunas for 107.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 2576, Montauk, NY 11954. Principal has no other broadcast interests. Action Oct. 22.

Allocations

■ Meridianville, AL—Effective December 28, amended the FM Table by allotting Channel 231A (94.1 mhz) to Meridianville as its first local broadcast service. The filing window opens December 29 and closes January 28. (MM Docket 86-376 by R&O [DA 87-1624] adopted October 30 by the Chief, Allocations Branch, Mass Media Bureau).

■ Apache Junction, AZ—At request of Beta Communications, Inc., proposed substituting Channel 296C2 (107.1 mhz) for Channel 296A and modifying the license of KSTM to operate on the C2 channel. Comments due January 7, replies January 22. (MM Docket 87-506 by NPRM [DA 871634] adopted October 30 by the Chief, Allocations Branch, Mass Media Bureau).

■ Window Rock, AZ—Effective December 28, amended the FM Table by allotting Channel 241C (96.1 mhz) to Window Rock as its second local FM service. The filing window opens December 29 and closes January 28. (MM Docket 86-417 by R&O [DA 87-1623] adopted October 30 by the Chief, Allocations Branch).

■ Big Bear City, CA—Effective December 28, amended the FM Table by allotting Channel 227A (93.3 mhz) to Big Bear City as its first local broadcast service. The filing window opens December 29 and closes January 28. (MM Docket 86-311 by R&O [DA 87-1626] adopted October 30 by the Chief, Allocations Branch).

■ Sacramento, CA—Effective December 28, amended the TV Table by allotting Channel *52 to Sacramento as its second noncommercial educational TV service. (MM Docket 86-246 by R&O [DA 87-1625] adopted October 30 by the Chief, Allocations Branch).

■ Mountain Home, ID—At request of Mountain Home Broadcasting, proposed substituting Channel 256C (99.1 mhz) for Channel 257A (99.3 mhz), and modifying the license of KJCY to specify the new channel. Comments due January 7, replies January 22. (MM Docket 87-507 by NPRM [DA 87-1638] adopted October 30 by the Chief Allocations Branch).

■ Ida Grove, IA—At request of [illegible]ena Vista College, proposed substituting Channel 225C2 (92.9 mhz) for Channel 224A (92.7 mhz) and modifying the license of KIDA(FM) to operate on the higher class channel. Comments due January 7, replies January 22. (MM Docket 87-508 by NPRM [DA 871637] adopted October 30 by the Chief, Allocations Branch).

■ Lisbon, NH—At request of Montpelier Broadcasting, Inc., proposed allotting Channel 244A (96.7 mhz) to Lisbon as it first local FM service. Comments due January 7, replies January 22. (MM Docket 87-509 by NPRM [DA 871636] adopted October 30 by the Chief, Allocations Branch).

■ Roswell, NM—Effective December 31, FM Channel *258A (99.5 mhz) to Roswell for noncommercial educational use. (MM Docket 87-194 by R&O [DA 87-1640] adopted October 30 by the Chief, Allocations Branch).

■ Canton, NY—At request of Craig L. Fox, proposed allotting Channel 268A (101.5 mhz) to Canton as its second local FM service. Comments due January 7, replies January 22. (MM Docket 87510 by NPRM [DA 87-1635] adopted October 30 by the Chief, Allocations Branch).

■ Banks, OR—Effective December 28, amended the FM Table by allotting Channel 298A (107.5 mhz) to Banks as its first local FM service. The filing window opens December 29 and closes January 28. (MM Docket 87-188 by R&O [DA 87-1616] adopted October 30 by the Chief, Allocations Branch).

■ Columbia, SC—Effective December 31, allotted TV Channel 47 to Columbia as its fifth local commercial TV service. (MM Docket 87-125 by R&O [DA 87-1639] adopted October 30 by the Chief, Allocations Branch).

■ Olympia, WA—Effective December 28, amended the TV Table by allotting Channel [illegible]7 to Olympia as its first commercial TV service. (MM Docket 87-70 by R&O [DA 87-1627] adopted October 30 by the Chief, Allocations Branch).

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

■ Escanaba, MI, WCHT, 600 khz—871103-Application for CP to change city of license to Gladestone, MI; change freq to: 750 khz; reduce pwr to 400 watts; change TL to: 1 km N of Hwy 414 on Co Hwy 527, 4 km SE of Village of Flat Rock, Delta Co, Township of Wells, and make changes in antenna system. 45 48 21N 87 08 20W

Actions

■ Minneapolis, MN, KTIS, 900 khz—871106-Application (BP870331CP) returned for CP to increase day power to 50 kw; add night service with 0.3 kw; install DA-2; change TL to: East side of Century Ave., 0.15 mi S of intersection of Larpenteur Ave, and N of Chicago and Northwestern Railroad, Oakdale, MN and make changes in antenna system.

■ St. Marys, WV, WVVW, 630 khz—871106-Application (BP870327AM) granted for CP to increase power to 1 kw.

The Fifth Estate

RADIO TELEVISION CABLE SAT

C1750-1
12/1/87

Broadcasting Nov 30

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SUPERSTATIONS:

AT LARGE:

Vol. 113 No. 22

Broadcasting Nov 30

Spotlight on superstations...page 47.

NBC wins prime time sweeps victory...page 53.

Dawson's Fifth Estate predictions...page 58.

SUPERSTATIONS □ Once the mainstay of cable, superstations may now be threatened by host of factors, including royalty fees, satellite fees and diminishing channel space due to proliferating services. **PAGE 47**

AFTER MIDNIGHT □ FCC generally reafirms its stricter policy regarding indecent broadcast adopted last April, but says "indecent" programing, if preceded by warning, will be between midnight and 6 a.m. **PAGE 51.**

STILL TALKING □ Discussions between NBC and Turner Broadcasting System are continuing, exploring NBC's possible purchase of up to 25% of TBS. **PAGE 51.**

FASTEN YOUR SEATBELTS □ As she prepares to leave her FCC commissioner seat for that of deputy secretary of transportation, Mimi Weyforth Dawson shares her vision of the television system of the future—it's going to be a bumpy ride. **PAGE 58.**

THE WESTERN SHOW '87 □ Nineteenth annual Western Cable Show begins Dec. 2 in Anaheim, Calif., taking hard look at tough issues facing cable business. Preview and agenda begin on **PAGE 74.**

OPEN FOR BIDDING □ Public Broadcasting Service has invited bids for replacement of its 10-year-old satellite system, which, with large number of options included in request for bid proposals, may cost between $40 million and $160 million. **PAGE 82.**

LIFE AFTER NCTA □ Since leaving presidency of NCTA three years ago, Tom Wheeler has moved to entrepreneurial side of town. **PAGE 88.**

SETTING THE PACE □ Five-year industry forecasts show cable TV growing to $15-billion business by 1991—including some $2 billion in cable advertising. **PAGE 94.**

OFF TO A GOOD START □ Although network radio sales for 1987 are expected to be slightly off or flat compared to 1986, radio executives are optimistic about next year's advertising outlook. **PAGE 110**

FEATHER FOR THE PEACOCK □ NBC is granted one-on-one interview with Soviet leader, Mikhail Gorbachev, scheduled to air in prime time today (Nov. 30). **PAGE 118.**

BIRDS GOTTA FLY □ Kevin Sharer began his career as an engineering officer on a nuclear submarine. As president of GE Americom, he now commands the largest domestic fleet of communications satellites worldwide. **PAGE 135.**

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shakedowns rules are meant to correct, absent which, it asserts, there is insufficient information upon which to comment.

Legislation to reform comparative renewal process is pending in House and Senate, but fate of proposed measures is unclear. Latest renewal measure was offered last month by Representative Al Swift (D-Wash.) who would eliminate comparative renewal in exchange for public service obligations (BROADCASTING, Oct. 19). NAB board rejected measure when it was in draft form and now says it wants radio-only comparative renewal measure, something that appears to have little appeal on Capitol Hill.

Hill leadership has indicated that no broadcast legislation (at least any measure industry wants) will move until outcome of fairness doctrine is determined.

□

■ Mergers. Adams-Russell shareholders approved $470-million sale to Cablevision Systems at special meeting Nov. 20. Deal is expected to close in mid-December. Cablevision will invest $40 million in buy, with bulk of financing for deal coming from General Electric Credit Corp. GE-owned Kidder, Peabody & Co. will also provide $125 million from private placement of senior subordinated notes.

□ Storer Television has closed on sale of first five TV stations to company 55%-held and managed by Gillett Corp., and closing on sixth station in Milwaukee is expected after license renewal in early December. FCC approved $1.3 billion, six-station restructuring in October.

□ First quarter 1988 closing is expected for Continental Cablevision acquisition of American Cablesystems for $481.7 million, or $46.50 per share. Combined systems would have more than 2 million subscribers. U.S. Cable Corp., new group headed by ML Media principals, Martin Pompadur and Elton Rule, made $233-million offer for Essex Communications, Greenwich, Conn.-based MSO with 135,000 subscribers. ML earlier bought C4 Media, Vienna, Va.-based MSO of about 65,000 subs for $126 million.

□ Radio group broadcast Summit Communications is buying DKM Broadcasting for approximately $200 million. Deal for DKM's eight AM-FM combinations is second-largest radio-only sale. Closing is expected in early 1988.

□ Closing is expected next February or March for Adams Communications purchase of Forward Communications' five TV stations for $126.5 million from Wesray Capital Corp., which bought group in 1984 for $95 million.

□ Deals called off in wake of stock market decline so far include: proposed merger of cable system operators United Artists and United Cable, and $114-million TV station sale by United Broadcasting Corp. to ML Media Partners. Also in question is proposed sale of Storer Cable's 1.4 million-subscriber cable systems for $2.5 billion-$3 billion, particularly with evaporation of high-yield bond market, favored financing tool of Storer-parent Kohlberg Kravis Roberts & Co.

□

Must-carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. Court of Appeals in Washington to find FCC's new must-carry rules unconstitutional—a violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, less onerous than original ones, are product of compromise between cable and broadcasting industries.

At oral arguments before court in October, some observers felt judge's comments and questions indicated that rules might, at very least, be remanded to FCC to correct specific problems.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. Action on measure had been put on hold until Congress resolves fairness issue. Some observers say Congress is far less sympathetic to lending its support on must carry since abolition of fairness doctrine. Senate broadcast license renewal bill also would eliminate sunset. But that provision was attacked by Justice Department in letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Justice argued that five-year sunset is needed to justify constitutionality of rules (BROADCASTING, Aug. 17). However, Justice sent out conflicting signal when it filed one-sentence brief with U.S. Appeals Court on must-carry in which it indicated department was neither supporting nor opposing rules (BROADCASTING, Aug. 17).

□

■ Public broadcasting. Oversight hearings this month in both Senate Communications Subcommittee (BROADCASTING, Nov. 16) and House Telecommunications Subcommittee (BROADCASTING, Nov. 23) featured pleas from public broadcasting executives for reliable and adequate source of funding. Corporation for Public Broadcasting Chairman Howard Gutin, CPB President Donald Ledwig, Public Broadcasting Service President Bruce Christensen, PBS board member Sharon Rockefeller, National Public Radio President Douglas Bennet and host of station general managers told Congress that system works but could work better with expanded, long-term funding.

That funding could come from Senate Commerce Committee's revenue-raising package that would create Public Broadcasting Trust Fund supplied with money raised from FCC license transfer fee, although commercial broadcasters are confident that that initiative would be defeated if it came to the floor. (BROADCASTING, Nov. 16).

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

Searches for new presidents of National Association of Public Television Stations (Baryn Futa is acting president) and American Public Radio (Bruce Theriault is acting president) continue. With new CPB chairman, Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

□

■ Scrambling. Bill that would regulate home

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Broadcasting

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satellite marketplace was adopted by Senate Commerce Committee two weeks ago (BROADCASTING, Nov. 23). It would mandate that cable programers permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Major fight over bill is expected on Senate floor later this year, where Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it. Controversial nature of legislation is evident by revisions accepted by Commerce and those yet to be made.

On other front, House legislation (H.R. 2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was focus of hearing two weeks ago. Broad coalition of industry groups is backing bill, however, modifications suggested by motion picture industry did not go over well at hearing and could fracture support.

□

Syndex. In comments to FCC, cable operators opposed and broadcasters and program producers supported FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations.

The cable industry argued that the FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their "exclusive" programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of distant signals into their markets with duplicative programing.

□

■ **Unions.** After two-week series of meetings between members of labor relations department of CBS and office of president of technical union, International Brotherhood of Electrical Workers, union decided to take network offer to membership for ratification vote. Offer differs little from terms offered during October meetings with federal mediator. Among provisions of earlier offer were 3% raises for each of three years of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who have been working without contract since Sept. 30.

□

Directors Guild of America members have overwhelmingly ratified separate three-year staff contracts with ABC, CBS and NBC, as well as freelance contract covering about 500 additional directors at three networks. Vote at ABC was 83 to 46 in favor; CBS, 68 to 33, and NBC, 94 to 20. New staff contracts, covering news, sports and operations personnel, provide 3% across-the-board raises; minor layoffs in automated control area; and more network control over editing functions. DGA came out slightly ahead at NBC, with network providing few more bonuses in seniority, editing jurisdiction and severance pay areas. Guild members also approved pact covering low-budget theatrical feature productions, 2,155 to 144, and commercials, 2,180 to 106. ■

NBC takes nine in a row

Nielsen	Net		AGB	
1.	31./47N	Cosby Show	1.	34./52
2.	28.2/43N	Different World	2.	30.5/46
3.	26.4/41N	Cheers	3.	27.8/43
4.	26.1/40N	Night Court	4.	26.4/42
5.	23.2/35A	Growing Pains	7.	23.1/34
6.	23.2/37C	60 Minutes	8.	22.2/34
7.	22.8/33C	Murder, She Wrote	6.	24.5/37
8.	22.1/35A	Who's the Boss?	11.	21.9/34
9.	21.7/37N	Golden Girls	5.	24.5/39
10.	21.3/33N	Mon.Night Movies	9.	22.1/34
11.	21.2/37A	Monday Night Football	18.	19.4/34
12.	20.9/32C	Sun. Night Movie	12.	21.9/35
13.	20.3/34N	L.A. Law	19.	18.8/34
14.	19.7/30N	ALF	10.	22./32
15.	19.2/30A	Moonlighting	21.	18.4/28
16.	18.9/27N	Family Ties	20.	18.8/28
17.	18.5/30N	Tues. Night Movie	15.	19.8/31
18.	18.3/35N	Hunter	16.	19.7/35
19.	18./31N	Amen	13.	20.8/35
20.	17.5/28A	Head of the Class	34.	14.6/24
21.	17.5/29A	Perfect Strangers	32.	14.7/24
22.	17.5/26N	Valerie's Family	17.	19.6/28
23.	17.5/30N	227	14.	20.2/33
24.	16.8/27N	Miami Vice	26.	16.7/28
25.	16.3/28N	Facts of Life	22.	18.1/30
26.	15.7/23A	Dolly	24.	17.7/26
27.	15.7/25C	Dallas	25.	16.9/28
28.	15.5/26C	Knots Landing	33.	14.6/27
29.	15.5/23C	Newhart	23.	17.8/25
30.	14.7/24A	Hooperman	42.	13.4/23
31.	14.6/24C	Magnum, P.I.	36.	14.4/25
32.	14.5/22N	Sun. Night Movie	29.	15.7/25
33.	14.3/21C	Designing Women	31.	15.4/22
34.	14.3/21C	Kate and Allie	27.	16./23
35.	14.2/25C	Falcon Crest	37.	14.3/27
36.	13.8/25A	20/20	28.	15.9/30
37.	13.7/22A	MacGyver	44.	12.9/19
38.	13.7/22N	Highway to Heaven	30.	15.5/26
39.	13.4/24A	Dynasty	55.	10.7/21
40.	13.2/24C	Equalizer	43.	13.1/25
41.	13./23N	St. Elsewhere	40.	13.8/27
42.	12.9/20N	Our House	38.	14.2/23
43.	12.2/21C	Beauty and the Beast	35.	14.5/25
44.	12./18C	Jake and the Fatman	39.	13.9/21
45.	11.6/19A	Slap Maxwell Story	63.	9.2/16
46.	11.6/20A	Thirtysomething	53.	11./19
47.	11.6/18C	Wiseguy	46.	11.9/19
48.	11.5/19C	Cagney & Lacey	45.	12.6/20
49.	11.3/17C	Frank's Place	41.	13.6/20
50.	11.3/18N	Year in the Life	49.	11.4/20
51.	11./19C	Law and Harry McGraw	51.	11.2/19
52.	10.9/18A	Buck James	58.	10.2/18
53.	10.8/18A	I Married Dora	60.	9.9/17
54.	10.8/17C	Tour of Duty	52.	11.2/17
55.	10.8/17C	Houston Knights	50.	11.3/17
56.	10.8/18N	Rags to Riches	47.	11.9/21
57.	10.3/17A	Mr. Belvedere	48.	11.6/19
58.	10.3/18A	Full House	54.	10.9/19
59.	9.8/16C	Oldest Rookie	56.	10.6/18
60.	9.7/17N	Private Eye	62.	9.7/18
61.	9.5/18A	Hotel	65.	9.1/16
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66.	7.8/15C	West 57th	64.	9.1/16
67.	6.9/11A	Sledge Hammer!	68.	7.7/12
68.	6.8/10A	Charmings	67.	7.9/12
69.	6.7/11A	Thurs. Night Movie	69.	7.3/12
70.	6./10A	Sable	70.	6.9/11

luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit. Marriott, Washington.

Jan. 22-23—*Colorado Broadcasters Association* winter meeting and awards banquet. Hyatt Regency Tech Center, Denver.

Jan. 23-25—*Radio Advertising Bureau*'s eighth annual Managing Sales Conference. Hyatt Regency, Atlanta.

Jan. 24—Ninth annual ACE (Awards for Cable Excellence) Awards presentation, sponsored by *National Academy of Cable Programing*, on HBO.

Jan. 24-25—*California Broadcasters Association* radio and television management conference. Palm Springs Plaza hotel, Palm Springs, Calif.

Jan. 26-28—*South Carolina Broadcasters Association* winter convention. Columbia, S.C.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville.

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington, Washington. Information: (201) 428-5400.

February 1988

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar, Roosevelt hotel, New York.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 9—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Feb. 10-12—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex. Information: (512) 474-2082.

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. Intercontinental hotel, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

March 1988

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

March 13-15—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

Errata

In Nov. 9 "Open Mike" letter from Robert Blauvelt, **call letters of station should have been KVZK-TV Pago Pago, American Samoa,** not KVSK-TV.

□

Douglass Knight, new manager, Central West division, Viacom Enterprises, Chicago, briefly served as Midwest account executive, Republic Pictures, Los Angeles; did not decline position with Republic as reported in Nov. 9 issue.

□

In Aug. 10 "Fates and Fortunes," **Kathleen Mary Tucci's previous post** was listed as director, creative affairs, Fred Silver Co. Tucci **was director talent relations, NBC, Los Angeles,** prior to her promotion to VP. She was associated with Fred Silverman Co. earlier in her career.

□

In Oct. 19 "Fates and Fortunes," **Max Sklower** was listed as **VP and general manager,** McKinnon Broadcasting Co.'s KOAT-TV Albuquerque, N.M. **KOAT-TV is owned by Pulitzer Broadcasting Co.**, St. Louis.

□

Figures in cable equity chart (BROADCASTING, Nov. 23) **should have three zeros (000) added to them.** Correct **subscriber figure** for C-SPAN is **33.6 million.**

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The Superstations

Between a rock and a hard place, and doing just fine

Threat of syndicated exclusivity, saturation of cable capacity, satellite fees and copyright all add to negatives impeding growth; but they still work

SuperStation TBS
GREAT AMERICAN TELEVISION

WGN... Chicago—
superchannel

WPIX

WWOR-TV

DALLAS • FORT WORTH
KTVT
the Super Ones

The superstation, a cable industry stalwart, may have become an endangered species.

For at least a quarter of a century, distant signals imported and retransmitted by cable systems, have been a cornerstone of the wired nation.

They began regionally, with stations brought in over microwave networks or simply picked up off air to play a key role in keeping cable alive in the 1960's and early 1970's. And national satellite-delivered superstations led by Ted Turner's WTBS(TV) Atlanta (then WTCG) helped fuel cable's explosive growth over the last decade.

Nevertheless, while the number of satellite superstations available to cable systems has increased dramatically over the past year, there is mounting evidence that the tables may be turning.

For while the national superstations, laden with movies, baseball and other major sports, are still among cable's most popular services, cable operators are thinking twice about them, and especially about the new ones, for other reasons:

☐ Satellite fees cable operators must pay to receive the superstations.

☐ Copyright royalties they have to pay to carry them.

☐ Tightening channel capacity and the proliferation of other cable services.

At the same time, the FCC is threatening to bring back the syndicated exclusivity rules, which would force operators to black out superstation programs that duplicate programs on local stations. If it does, the superstation could have no future at all.

WTBS may be the exception to the table turning. Most expect that Turner's heavy promotion and investment in programing will insure the Atlanta superstation a place on most cable systems.

Paradoxically, the number of satellite-delivered superstations has risen from five to 18 over the past year. But that growth has little to do with increased demand by cable systems for distant signals. Rather, broadcast signals are being put on satellites because falling satellite transponder prices have made the birds at least as economical as terrestrial microwave networks. What's more, the two million owners of backyard earth stations have developed an appetite for broadcast signals on the birds and have shown they are willing to pay for them.

☐

The era of the satellite or national superstation began in 1976 when Turner put his Atlanta independent on RCA Americom's Satcom I with the novel notion of disseminating the signal not just to cable systems in the Southeast, but to cable systems throughout the country.

To comply with FCC rules, Turner created Southern Satellite Systems to distribute the signal via satellite and sold it to Ed Taylor for $1. Charging cable systems up to 10 cents per subscriber per month to receive the satellite feed of WTBS, Taylor and SSS prospered.

Under the corporate umbrella of Tempo Enterprises, Taylor used some of the WTBS dollars to expand into cable programing (Tempo Television) and several minor services. But its bread and butter has always been the superstation. In 1986, the fees collected from cable systems amounted to $13 million, or 48% of Tempo's total revenue. The business is lucrative enough to attract the attention of Tele-Communications Inc., the nation's largest MSO, which agreed to pay $46 million for the company earlier this month (BROADCASTING, Nov. 16).

WTBS's (and hence Tempo's) place in cable is relatively secure. Reaching 41.6 million homes, the superstation is the second largest service behind ESPN and is an integral part of most cable system lineups. WTBS carries the Atlanta Braves, NBA basketball, college football, plus documentary specials and films from the MGM library.

Tempo has its own TVRO package it is marketing to that universe, and it reports 50,000 subscribers for its packages, which include superstations WTBS and WWOR(TV) New York. That market holds some promise, Tempo officials say, but it won't have a major impact on the company's bottom line.

□

United Video was created in 1965 as a subsidiary of United Cable to deliver broadcast signals to cable systems via terrestrial microwave. Its reach stretched from Chicago to New Orleans and distributed 15 to 20 signals to as many as two million cable subscribers. United Video also distributed HBO via terrestrial microwave for a time in the mid-70's.

Bliss

United began distributing WGN-TV Chicago to cable systems nationwide via satellite in 1978 and put WPIX(TV) New York and KTVT(TV) Dallas on satellite in 1984. All have baseball in common. WGN-TV carries the Chicago Cubs, WPIX the New York Yankees and KTVT the Texas Rangers. In addition, United Video has added a number of text and preview services to its lineup, including Cable Sports Tracker, EPG and EPG jr.

Since March, United Video has been marketing the signals of WDIV(TV) (NBC), WJBK-TV (CBS), WXYZ-TV (ABC) and WTVS(TV) (PBS), all Detroit, to cable systems in the U.S. A Canadian company, Cancom, had been distributing those signals to cable systems in Canada for a number of years, and UV, with a back-office in place, stepped in to handle the marketing chores for those signals south of the border. Its principal business is with small cable operators in the central and eastern U.S. The signals are carried on about 100 systems, representing 150,000 subscribers. The cable systems are so small that 90% do not have the minimum revenue levels that would require them to pay fees to the Copyright Royalty Tribunal, one reason UV has gotten to 150,000 so quickly.

Roy Bliss, executive vice president and chief operating officer of United Video, says "we're making a little money" in the Detroit operation. "The returns are not that great," says Rick Maxwell, national services manager, "but neither are the liabilities," since Cancom handles the transponder costs. UV also remits some of its revenues to Cancom.

United Video is moving aggressively into the home satellite market. Its SuperStar Connection package of its three major distant signals is being marketed for $36 per year, or $99 for three years. In August, WWOR was added to the mix, with the four-station package retailing for $44 for one year. United Video added CBN on an a la carte basis on Nov. 1.

United Video Sales Manager Jack Reilly says the TVRO marketing has gone "extremely well," reporting that 190,000 TVRO homes are taking one or more superstations and noting that 50% of the sales have come through third-party packagers. "All of us are scrambling to gain control of the distribution network," he said.

□

Eastern Microwave, owned by Newhouse Broadcasting, was created in the mid-1960's to carry the signals of 16 broadcast stations to unserved areas in the Northeast. It followed SSS's and United Video's lead and put WWOR New York with its sports and movies on a satellite in 1979. The signals Eastern Microwave distributes regionally now reach between one and two million homes. WWOR, sent out over Galaxy I, reaches about two million cable homes via microwave beyond the New York market and another 10 million via satellite.

WWOR is a part of TVRO packages being offered by United Video and Tempo, and National Marketing Manager Gil Korta describes TVRO as "a nice new market we're very excited about." Korta said Eastern Microwave is talking to other packagers about including WWOR-TV in their packaging schemes. "We're moving very cautiously, just to make sure we're pricing our product fairly to these people," he said.

□

Netlink USA, now principally owned by Tele-Communications Inc., has had six Denver stations (three network affiliates, two independents and a Public Broadcasting Service affiliate) on Satcom I-R for the past year and is making the signals available to cable systems and dish owners alike. Netlink defines its cable market as the cable systems in the Mountain time zone that lack a full complement of broadcast signals or that are now receiving them by microwave through another TCI-affiliated company, Western Tele-Communications Inc. It defines its TVRO market as the homes throughout the nation that are unserved or underserved by broadcasters.

Netlink estimates that 1% of all U.S. TV homes, or upwards of one million homes, cannot receive off-air signals of network affiliates. Today, the real market is much smaller than that. Of the two million dish owners, only about 250,000 have the Videocipher II descrambler needed to receive Netlink's scrambled satellite signals.

□

Satellite Broadcast Networks, a small independent company, put three network affiliate signals on the satellite last year—WXIA-TV (NBC) Atlanta, WABC-TV (ABC) New York and WBBM-TV (CBS) Chicago—to backyard earth station owners. Its principal market is dish owners that cannot receive all three network affiliate signals. SBN is hoping that enough dish owners will be willing to pay $50 a year to receive its three-signal package to make its service a viable business.

SBN's biggest problem today stems not from the marketplace, but from the courts. It is being sued by the broadcast networks, which are alleging that SBN's distribution of affiliate signals directly to homes is a violation of the copyright laws. SBN maintains that such distribution is covered by cable compulsory license.

□

The satellite carriers see the copyright royalities as the biggest handicap to sales. Cable systems, as a whole, are currently paying more than $60 million a year in copyright fees to carry distant signals. (That could escalate to more than $100 million if the copyright holders succeed in reversing a 1986 district court decision that imposes a new formula for calculating the fees.) One of the most troublesome aspects of the royalty rate schedule as it is now written is that many cable systems have to pay 3.75% of their basic cable revenues for each additional distant signal.

Because of the cable fees, says Eastern Microwave's Korta, "it doesn't seem prudent to sell signals to the cable universe right now." That has tended to freeze the levels of penetration superstations have in relation to one another. WTBS is in 41.6 million cable homes, WGN-TV in 22 million, WWOR 10 million, WPIX a little over two million and KTVT slightly under two million. Four years ago, WTBS had 27 million, WGN-TV 11 million and WWOR six million.

WWOR "is growing at a steady rate," says Korta. It is strongest in the Southeast, Florida, Texas and California. And

Liptak

Maglio

the programing future looks bright, says Korta, now that the station is owned by a major Hollywood programer, MCA. In addition to the movies and sports (WWOR carries the New York Mets, Rangers and Knicks and Big East basketball) MCA has made major investments in programing, including the *Cosby Show*, *Kate & Allie* and *Silver Spoons*.

"It's not only copyright" that is slowing the growth of superstations," says United's Reilly, "it's a channel limitation problem. We're hopeful that the compulsory license will be perpetuated and that syndex will not be reimposed," he says. If syndex were reimposed, he believes, "it would just devastate the superstation business." But he feels that the diversity United Video has undertaken will insure the company's survival if syndex returns. And although adding other signals is a possibility, there are a number of barriers to entry, says Reilly, principally transponder costs and channel capacity.

□

"The superstation continues to be among the most popular offerings we have on cable systems," says Greg Liptak, group vice president, operations, Jones Intercable, ranking second only to pay services in Jones's research on customer satisfaction. The copyright fee "is absolutely the most difficult problem we have to deal with," says Liptak. One Jones system, he says, has been paying over 10% of its gross basic service revenue in copyright fees because of the number of superstations it carries, a situation Jones is reviewing. "We simply can't stand that type of price," says Liptak.

Jerry Maglio, executive vice president of marketing at Daniels & Associates, says superstations "have always occupied a major position" in the industry, especially on systems that are far away from urban areas. And their larger reach helps them acquire better programing, such as Turner's NBA package.

But there is evidence that the hold of superstations is waning. To Bob Clasen, president of Comcast Cable, superstations "are less important than they were five or seven years ago. It's nice to have a general purpose broadcaster," he says, "because the format is something the subscriber is comfortable with. But they are less valuable to us because so many of the syndicated shows are migrating to other cable delivered services." Even sports, says Clasen, are migrating to ESPN or regional cable sports services.

Larry Higby, senior vice president, marketing for Times Mirror Cable agrees. "They still are an important part of our programing, but I don't think we live and die by them," Higby says. "There is some programing that's still unique to those services, particularly with WTBS and some of their basketball and some of their film properties that make them a valuable piece of programing. And in our subscriber surveys they continue to score quite well as one of the better-liked services." But Higby does not see superstations proliferating. "Channel capacity is so tight," he says, and "we're looking for unique breakthrough programing that's clearly differentiated right now. I'm not sure how strongly the superstations fall into that category."

The fate of superstations on cable will largely be determined by what happens at the FCC in terms of reinstituting the syndicated exclusivity rules. (A court challenge is likely if reinstitution occurs.) Even the prospect of their return leaves cable operators outraged. All agree it would be a nightmare to explain to subscribers.

Liptak is adamant on what the return of syndex would mean. "There is nothing in the history of the industry that has been as disruptive to the public as syndex. It's difficult if not impossible for the cable system to explain to subscribers what's going on. The problem is so immense, so difficult to communicate, so tough to insert programing that the best solution might be to remove those signals—then, as an industry, to create program services to replace them," Liptak says.

Colony Communications has looked at the specifics of what the return of syndex would mean. According to Charlie Townsend, president of Colony, 80% of WPIX would qualify for duplication, as would probably 50% to 60% of WTBS in Colony's New England systems. (Colony is dropping WWOR on Jan. 1 and adding WTBS). "All the prime time stuff goes," Townsend says. "My guess is that if stations require us [to blackout programing], we'd drop all the distant independents," he says. That may not be a popular decision since those stations traditionally are ranked first or second in Colony's subscriber satisfaction surveys. "The varied formats don't rate as high," he says.

Daniels would also lean towards dropping signals. "Subscribers don't like the blackout," says Maglio, and the prospect of syndex's return would force Daniels to look at "what we might eliminate."

But the prospect of blacking out portions of signals is not a universal anathema. Notwithstanding a lawsuit, if syndex returns, Clasen says "I would imagine we'd be back in the substitution business." There would be some consideration to dropping service, he says. But with advances in satellite technology, Clasen adds, "I think cable would be able to do it [blackout programing] much more efficiently." There is plenty of product available to substitute, he says. But even with those changes and new additions, he says, "It would be very difficult to explain to the consumer."

□

"We're very pleased with the business so far," says SBN President Kazie Metzger. "There's a huge market need for network signals." The company's three-network package retails for $49.95 per year, with dish dealers getting a 10% discount and equipment distributors a 20% discount. It sells to third party packagers, such as the National Rural Telecommunication Cooperative. Although most of its business is directed toward the TVRO market, SBN has sold its package to some small rural cable systems. The cable operator pays roughly 15 cents per subscriber per month for each signal.

SBN takes the affiliate signal off the air in New York, Chicago and Atlanta and uplinks them to Satcom F-2. The three networks and their affiliates have suits pending in New York and Atlanta charging SBN with copyright infringement. Papers have been filed for summary judgment in the New York case, and the parties are awaiting the judge's decision, SBN says. The Atlanta case is still in the discovery stage.

Metzger

Metzger, in describing SBN's first year of operation, says "there was a great deal of confusion in the consumer marketplace concerning scrambling, and that's clearing up. The good strong, professional dish dealers are doing well," she says, as are the distributors. But Metzger does not see a further increase in superstations, affiliate or independent, beyond those being carried today.

"There's a nice complement of independents already up there," says Metzger. And between the Netlink and SBN packages, network programing is widely available.

The prospect of marketing broadcast signals and cable services to TVRO owners, in addition to cable systems, is what's driving Netlink's satellite program package. "Our analysis was that there only enough homes on cable to pay for the cost...Even with the WTCI being converted over, it still needs TVRO to make this thing a business," says Brian McCauley, vice president and general manager. The "thing" is Netlink's 13-signal package it is marketing to cable systems and white-area dish portions of the country. The package, which cable operators can retail for between $11 and $15, includes ESPN, WTBS, CBN, CNN, Headline News, USA, WWOR plus the six Denver Netlink signals—KCNC-TV (NBC), KUSA-TV (ABC), KMGH-TV (CBS), KRMA(TV) (PBS), KDVR(TV) (Fox) and KWGN-TV (independent). The Denver signals had been distributed via terrestrial microwave by Western Telecommunications Inc. to cable systems in the mountain states. Netlink, which is owned 40% by WTCI, 40% by Tele-Communications Inc. and 20% by Rock Associates, will eventually supplant the microwave delivery system with satellite delivery of the signals to cable systems. In addition, it offers the TVRO package, handling the back-office chores of ordering, billing, etc., for cable operators.

Netlink has been taking orders since early last month from TVRO owners across the country. The original plan, says McCauley, was for concentration west of the Mississippi river. The service has been broadened to the entire country and McCauley says the response has been strong. "We've got tons of subscribers east of the Mississippi," he says.

One thing Netlink found in its initial marketing, says McCauley, was that "cable operators wanted to be able to offer our package at a little lower price. The only way to do that was to drop some programing." What got dropped from the original plans were superstations WGN-TV, WPIX and KTVT, the three signals distrbuted by United Video. Those signals are a part of UV's SuperStar Connection package to TVRO owners, and that separate offering was confusing some TVRO owners, says McCauley. Netlink decided to end the confusion and lower the price of the package at the same time, he says.

Despite the proliferation of distant signals in the TVRO market, McCauley thinks it may have hit the high water mark there as well. "It's very expensive to pay for uplinking and transponder time and there is a limited market out there. I especially don't think you'll see additional networks. I think we and SBN are as many as will ever go up," he says.

Netlink is trying to avoid the legal traps that have ensnared SBN. It has an agreement with NBC by which it will make its NBC signal (KCNC-TV) available only to homes that cannot receive an NBC off air or off cable. Netlink has been trying to hammer out a similar deal with ABC and CBS.

□

The extra reach of WGN-TV's signal is a benefit to some advertisers, says WGN-TV General Manager Dennis Fitzsimon, but others, who are doing local promotions, for instance, don't want that promotion to spill out into other markets. Being a superstation doesn't matter much in programing matters, says Fitzsimon, except for barter syndicators that get a wider reach through superstations.

WGN-TV's superstation status costs its parent company money. In 1985, major league baseball began charging teams whose games are carried on superstations an annual fee, and divided it among the league's 26 teams. Tribune Co. owns WGN-TV and the Chicago Cubs, which are featured on the station. Under its arrangement, Tribune is paying MLB around $3 million a year.

WGN-TV sells national ads on its Cubs broadcast, Fitzsimon says, but whether the revenues from the ads are enough to cover the $3 million payout cannot be determined. WGN-TV does not break out figures on local versus national revenue.

According to Lev Pope, president of WPIX, that station can't really exploit its superstation reach—11 million homes regionally, including the seven million it reaches off-air in New York. The extra reach does help barter advertisers, he says, "because they get credit wherever the homes are." The superstations made it possible for Tribune to produce the Capone specials on a barter basis. Tribune also markets Independent Network News nationwide, and the superstation status helps in the Nielsen national ratings.

WPIX carries the Yankees games and extra payments the team has to pay MLB are included in the station's rights pact, one of the largest in the industry. The MLB payment is based on the percentage of subs reached, and since Yankess get some of the money back, Pope thinks the exchange was close to even.

Pope points out that syndicated exclusivity is not necessarily in all program contracts today, and cited the Cosby Show as an example. "I don't think its going to happen," says Pope, in gauging the chances for syndex's return, "because it would turn the marketplace upside down all over again."

□

Satellite-delivered superstations have had a good run and, absent any radical changes in the compulsory license, they should be around for many years more. Their importance to cable, however, may have peaked. The expense of importation and the rise of more and better nonbroadcast cable services have cable operators thinking twice about adding them to their mix.

Reinvigorating the superstation concept to some extent is the growing home satellite market. Owners of backyard earth stations have demonstrated a willingness to pay for broadcast signals from distant markets. That willingness combined with low satellite costs could encourage the creation of even more superstations.

The worst news of all would be the reimposition of syndicated exclusivity, a regulatory silver bullet that could consign all superstations to history. But even if it's fired, judicial appeals are likely to keep the concept alive for several years to come.

In the end, some superstations could turn out to be the video equivalent of the DC-3: practical, reliable and indestructible.

Superstation universe at a glance

Superstation	Cable households	Carrier	Satellite
WTBS(TV) Atlanta	41,600,000	Southern Sat.	Galaxy I
WGN-TV Chicago	22,500,000	United Video	Galaxy I
WWOR-TV New York	10,100,000	Eastern Micro.	Galaxy I
WPIX(TV) New York	2,200,000	United Video	Satcom IV
KTVT(TV) Dallas	1,900,000	United Video	Telstar 303
WXIA(TV) (NBC) Atlanta	N/A	SBN	Satcom II-R
WBBM-TV (CBS) Chicago	N/A	SBN	Satcom II-R
WABC-TV (ABC) New York	N/A	SBN	Satcom II-R
KCNC-TV (NBC) Denver	N/A	Netlink	Satcom I-R
KUSA-TV (ABC) Denver	N/A	Netlink	Satcom I-R
KMGH-TV (CBS) Denver	N/A	Netlink	Satcom I-R
KRMA(TV) (PBS) Denver	N/A	Netlink	Satcom I-R
KDVR(TV) (Fox) Denver	N/A	Netlink	Satcom I-R
KWGN-TV (ind.) Denver	N/A	Netlink	Satcom I-R
WDIV(TV) (NBC) Detroit	150,000	United Video	Anik D-1
WJBK-TV (CBS) Detroit	150,000	United Video	Anik D-1
WXYZ-TV (ABC) Detroit	150,000	United Video	Anik D-1
WTVS(TV) (PBS) Detroit	150,000	United Video	Anik D-1

Network radio sales made few waves in 1987

Radio executives optimistic about 1988 advertising prospects with new buying season off to a good start

Nineteen eighty-seven will be a year "not to remember" for network radio sales. Most executives are projecting that advertising expenditures will be flat or slightly off from last year's finish of $380,024,008. But virtually all network radio officials are forecasting a mid-to-high single-digit percentage increase in business for 1988, spurred on, in part, by a steady upfront buying season.

According to the Radio Network Association (RNA), network radio revenues for January through October are off 3% compared to the same period a year ago to $309,818,432 (see chart). The RNA data shows network sales beginning the year on a high note with first quarter revenues posting a 10% gain over first quarter 1986, but the momentum began to stall in the spring with business in April dropping 8%. The RNA relies on sales information collected each month from different network companies by the accounting firm of Ernst & Whinney.

"Network radio is on the way back," said Bob Hosking, CBS Radio president. "Football sales have come back strong after the [NFL players] strike," Hosking said. (CBS Radio Network holds the NFL radio football package). "And the upfront season's pace is vigorous, especially with youth-oriented orders," he said.

"The year is like a roller coaster ride," said Lou Severine, senior vice president and director of sales for the ABC Radio Network, which is taking over the sales efforts for the Dallas-based Satellite Music Network (see story above). "Fourth-quarter sales have bounced back from third quarter, but the network marketplace this year will be flat to 2% off," Severine said.

To date this year, the third quarter has registered the largest percentage drop in network expenditures (down 12%). Severine said a number of factors contributed to the downturn in third quarter buying including the continuation of ad agency consolidations. In the fourth quarter, he said, there are some new (brand) accounts and more ad dollars from existing accounts.

The stock market plunge of Oct. 19 apparently has not adversely impacted network radio's 1988 upfront buying season, which typically runs from November through January. "This [the stock market crash] was a concern I had a few weeks ago, but to this point the stock market decline has not affected the upfront season," Severine said.

He also said that the 1988 season is off to a "very good" start with several network radio advertisers already on board for next year. That list includes Sears, Anheuser-Busch, Warner-Lambert, Whirlpool and Campbell's Soup.

Severine noted, however, that last year's upfront season was also fairly strong. "It was the scatter market that hit a brick wall," he said. This year's upfront business, according to Severine, should total nearly $160 million, which, he said, would be "slightly ahead" of last year. "Next year will not be a great year, but it will be a decent one," said Severine, who is projecting a 5% to 8% increase in business over 1987.

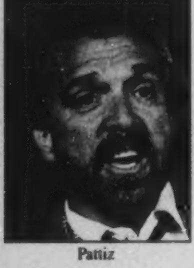
"We've seen a bit of a turnaround in advertising sales, industrywide," said John Tyler, SMN chairman, who agreed that fourth quarter 1987 will outperform the third quarter. Tyler said that although network radio posted some monthly gains this year, particularly during the first quarter, business was showing signs of getting "soft" at the end of the third quarter in 1986. (Network radio business for third quarter 1986 was up 25% over third quarter 1985 while the fourth quarter was up 8% over the previous fourth quarter, according to the RNA.)

"It's difficult to get an accurate picture of network radio business these days as more of an emphasis is being placed on special programs by advertisers," said Norm Pattiz, Westwood One chairman. Westwood One owns and operates the Mutual Broadcasting System, the NBC Radio Networks and the Westwood One Radio Networks—the last offers entertainment-oriented programs. Pattiz noted that many syndicated program suppliers such as DIR Broadcasting and MJI Broadcasting do not report their figures to Ernst & Whinney. "If all the network and program syndicated dollars were counted (on a year-to-year basis), the business would probably finish flat to up compared to last year," he said.

"Why the third quarter was negatively affected had a lot to do with the network television's upfront buying season, which lasted longer than previous years due to the peoplemeter situation," said Pattiz. (Advertisers were seeking audience listening level guarantees from networks when the new Nielsen and AGB peoplemeter systems were launched in early September (BROADCASTING, Sept. 7]). Pattiz noted that network television upfront, which usually ends at the beginning of the third quarter, ran well into the third quarter, causing advertisers to hold back on other ad expenditures, namely radio.

Pattiz is predicting high single-digit percentage growth for network radio business next year. "Olympic and presidential years are generally good years for all radio advertising," he said. "Because network radio has a smaller advertising base than most other media, all it takes for double-digit growth is to have one or two new major accounts enter the medium," Pattiz said.

Nick Verbitsky, president of the United Stations Radio Networks, which handles the advertising sales efforts of the Transtar Radio Networks, sees 1987 finishing flat to a percentage point off compared to 1986. However, he is expecting 1988 to post a 7% to 8% gain. One of the reasons why 1987 sales pale in compari-


Pattiz

Severine

Verbitsky

Hosking

Tyler

Robinson

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The year it's been. Following is a month-by-month breakdown of 1987 network radio sales figures (January through October) compared to 1986. Data is from the Radio Network Association, which relies on sales information collected from eight different network companies by the accounting firm of Ernst & Whinney. Those companies are: ABC, CBS, NBC, Westwood (including Mutual), United Stations, Transtar Radio Networks, Satellite Music Network and the Sheridan Broadcasting Network.

Month	1987	1986	% change
January	$25,250,587	$21,381,351	18%
February	$25,303,850	$22,986,582	10%
March	$30,589,573	$29,372,355	4%
First Quarter	**$81,144,010**	**$73,740,288**	**10%**
April	$29,980,511	$32,480,130	-8%
May	$34,780,841	$35,296,364	-1%
June	$32,780,097	$35,257,823	-7%
Second Quarter	**$97,541,449**	**$103,034,317**	**-5%**
July	$32,522,859	$36,950,434	-12%
August	$30,894,997	$36,907,686	-16%
September	$30,958,826	$33,005,195	-6%
Third Quarter	**$94,376,682**	**$106,863,315**	**-12%**
October	$36,756,291	$36,112,892	2%
Total	**$309,818,432**	**$319,750,812**	**-3%**

son to last year, said Verbitsky, is because 1986 recorded an enormous amount of business. (Network radio sales for 1986 were up 16% over 1985 to $380,024,808). Verbitsky also observed there were less automotive expenditures on the medium this year. "General Motors did not use as much network radio throughout 1987 as it did a year ago."

Verbitsky, chairman of the Radio Network Association, agreed with his colleagues that network radio's upfront buying season is off to a "very strong" start.

Terry Robinson, Transtar chairman, is forecasting a "good economic year" along with a "good advertising year." Said Robinson: "The drop in the stock market was a function of the market being overvalued as well as a lack of progress on the federal budget and trade deficits. All the basic functions of the economy such as low inflation are still in check."

ABC selling SMN

Radio network will become exclusive sales agent for Dallas music network

The ABC Radio Network has reached an agreement in principle with Satellite Music Network, a publicly held, Dallas-based distributor of 24-hour music formats for radio, to become SMN's exclusive advertising sales agent. A definitive agreement between the two parties is expected to be signed this week in New York. At the same time, Capital Cities/ABC, parent company of the ABC Radio Network, said it will purchase a one-year warrant from SMN entitling Capcities/ABC to buy up to one million shares of SMN common stock at $4 per share. (SMN was trading at $3.25 per share over the counter at the close of business last Tuesday [Nov. 24]). Capcities/ABC said it will "seek to acquire" no more than 20% of SMN's common stock "from time to time" through both open market purchases and exercise of the warrant.

ABC RADIO NETWORKS

The ABC/Satellite Music Network deal comes just a month after the United Stations, a New York-based network radio company, signed a similar arrangement with the Transtar Radio Networks, SMN's primary competitor in the 24-hour satellite-delivered format field, to represent Transtar in advertising sales with the United Stations' principal owners obtaining a minority interest in the company ("Top of the Week," Oct. 19). Both United and Transtar are privately held firms.

"In a soft market, consolidation is inevitable," said John Tyler, SMN chairman, in explaining the sales move. (Industrywide, network radio sales for January through October are pacing 3% behind the same period last year [see box above].) SMN's advertising revenues for the first nine months of 1987 were off 15% compared to the first three quarters of 1986 to $6,987,657 while affiliate fees rose 2% to $3,998,766.) "The strategy to combine our talents with ABC's resources makes for a strong positioning statement in the network radio arena," Tyler said.

Satellite Music Network

SMN, which was formed in the summer of 1981, has close to 960 signed affiliates. It currently offers eight full-time music formats: "Country Coast-to-Coast," "Stardust," "StarStation," "Pure Gold," "Heart & Soul," TL: 1.4 km S of Rt 10, Elsanor, FL; change ERP: 40 kw H&V; change HAAT: 429 m H&V. 30 35 18N 87 33 16W.

■ Clarion, IA, KRIT, 96.9 mhz—871116-Application (BMPH870323IH) granted for Mod of CP (BPH860619ID) to make changes: TL: County Truck P 59, Beaver Twnshp, IA; change HAAT: 176 m H&V. 42 40 18N 94 09 11W.

■ Sioux City, IA, KTFC, 103.3 mhz—871112-Application (BPH870306IC) granted for CP to change ERP: 100 kw H&V; change HAAT: 82.5 m H&V & change type of antenna.

■ Charlevoix, MI, WKHQ-FM, 105.9 mhz—871116-Application (BPH870206IF) granted for CP to change HAAT: 305.9 m H&V.

■ Los Lunas, NM, KBBU, 102.3 mhz—871113-Application (BMPH870327ID) dismissed for Mod of CP to make changes: TL: bosque Farms Rodeo Grounds, off the intersection of North Loop and Arena Rte, Bosque Farms, NM; change HAAT: -36 m H&V. 34 51 57N 106 42 14W.

■ Columbia, NC, WRSF, 105.7 mhz—871116-Application (BPH870302OE) granted for CP to change HAAT: 301 m H&V.

■ Portland, OR, KPDQ-FM, 93.7 mhz—871110-Application (BPH870302IX) granted for CP to make changes: TL: 160 NW Miller Rd, Portland, OR; change HAAT: 476.2 m H&V. 45 31 17N 122 45 04W.

■ Bristow, OK, KREK, 104.9 mhz—871117-Application (BPH860919IA) granted for CP to make changes: change ERP: 2.643 kw H&V; change HAAT: 351 ft H&V; major environmental action as defined under Sec. 1.1305. +

■ El Paso, TX, KLTO, 94.7 mhz—871116-Application (BPH870302OH) granted for CP to change TL: Mt. Franklin, El Paso, TX; change ERP: 100 kw H&V; HAAT: 364 m H&V and make changes in ant sys. 31 47 34N 106 28 48W.

■ Richmond, VA, WRFK-FM, 106.5 mhz—871116-Application (BPED870302NZ) granted for CP to change TL: 0.87 km S of US Rt 60, 9.6 km WSW of Richmond, VA; change ERP: 7.6 kw H&V; HAAT: 376 m H&V and make changes in ant. sys. 37 30 14N 77 41 53W.

■ Ripon, WI, WYUF-FM, 95.9 mhz—871116-Application (BPH870331PU) granted for CP to make changes: change ERP: 2 kw H&V; change HAAT: 123 m H&V; change TL: on County Trunk M, 1.3 km N of Hwy 23, 4 km NW of Rosendale Village, in Rosendale Twnshp., Fond Du Lac County, WI; change freq: 96.1 mhz 43 49 10N 88 43 20W.

Actions

Commission Actions

■ Clovis, CA—Reopened the record in the Clovis, CA, TV Proceeding, added a misrepresentation issue against North Star Communications, Ltd., and remanded the case to the presiding Administrative Law Judge with instructions to issue a Supplemental Initial Decision. (BC Dockets 82-552-553 by MO&O [FCC 87-345] adopted Oct. 30 by the commission.)

■ FCC amends rules for AM stations to allow qualifying daytime-only stations to operate on a full-time basis—MM DOCKET 87-131 (Report DC-1045, Action in Docket Case) Amended AM technical rules to allow qualifying daytime-only AM stations on regional channels and on 940 kHz and 1550 kHz to operate full time, provided such operation complies with applicable interference protection requirements. Action by the commission Nov. 18 by R&O (FCC 87-356).

Staff Actions

■ Mt. Vernon, KY—Designated for hearing the applications of Cochran-Smith Broadcasting, Inc., William S. Daugherty III and Rockcastle Broadcasting for an FM station on Channel 275A (102.9 MHz) at Mt. Vernon. (MM Docket 87-497 by Order [DA 87-1590] adopted Oct. 30 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Ferndale, CA—Designated for hearing, the applications of Betty Bennett and M. Keith Allgood for a new FM station on Channel 257A (99.3 MHz) at Ferndale. (MM Docket 87-513 by Order [DA 871644] adopted Nov. 9 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Selbyville, DE—Designated for hearing, 10 mutually exclusive applications for a new FM station on Channel 250A (97.9 MHz) at Selbyville. (MM Docket 87-504 by Order [DA 87-1608] adopted Nov. 3 by the Chief, Audio Services Division.)

■ Sault Ste. Marie, MI—Designated for hearing, the applications of Twin City Broadcasting, Inc. and Central Michigan University for a new FM station on Channel 252A (98.3 MHz) at Sault Ste. Marie. (MM Docket 87-498 by Order [DA 87-1630] adopted Oct. 30 by the Chief, Audio Services Division.)

■ Nashua, NH—Designated for hearing, the applications of Nashua Educational Broadcasting Foundation and Family Stations, Inc. for a new noncommercial educational FM station on Channel 202A (88.3 MHz) at Nashua. (MM Docket 87-515 by Order [DA 87-1646] adopted Nov. 9 by the Chief, Audio Services Division.)

■ Gaston, NC—Designated for hearing, the applications of George W. Draper, Jr., Keith A. Smith and M & S Broadcasting for a new FM station on Channel 250A (97.9 MHz) at Gaston. (MM Docket 87-514 by Order [DA 87-1645] adopted Nov. 9 by the Chief, Audio Services Division.)

■ Edinboro, PA—Designated for hearing, seven mutually exclusive applications for a new FM station on Channel 250A (97.9 MHz) at Edinboro. (MM Docket 87-511 by Order [DA 87-1618] adopted Nov. 4 by the Chief, Audio Services Division.)

ALJ Actions

■ Denver, CO—Conditionally granted the application of Lomas de Oro Broadcasting for a new TV station on Channel 50 at Denver and denied the competing applications of Gali Communications, Inc., Urban Minority Broadcasting Institute, Inc, Stanly Group Broadcasting, Inc., David H. Wagner d/b/a Denver Communications, Continental Divide Television, Ltd., and Amador Broadcasting Limited. (MM Docket 86-180 by ID [FCC 87D-39] issued Nov. 9 by ALJ Joseph Stirmer.)

By the general counsel on date shown:

■ Austin, TX (Capital City Community Interests, Inc., et al.) TV Proceeding—Approved settlement agreement and dismissed the applications of Capital City Community Interests, Inc., Television 54 Corp., ATV Associates, Inc., and DB Broadcasting, Inc. Granted the amended application of Balcones Broadcasting Limited for a new commercial television station at Austin; and terminated the Proceeding. (By Order, Oct. 30, FCC 87I-107) (MM Dockets 84-923, et al.).

By The Review Board on dates shown:

■ Omaha, NE (Omaha Channel 54 Broadcasting Group, Limited Partnership and Omaha Telecasters, Inc.) TV Proceeding—Scheduled oral argument for Dec. 4 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to the Initial Decision of Deputy Chief ALJ James F. Tierney [FCC 87D-28, released Aug. 13, 1987] denying both the applications of Omaha Channel 54 Broadcasting and Omaha Telecasters for a new UHF television station on Channel 54 at Omaha. Each party has 20 minutes for argument and each may reserve part of that time for rebuttal. (By Letter, Nov. 3) (MM Docket 85-170).

■ Memphis, TN (Burwood Broadcasting of Memphis, Ltd., et al.) TV Proceeding—Approved settlement agreements and dismissed the applications of Burwood Broadcasting of Memphis, Ltd. and EAM Broadcasting Co. of Memphis; granted the application of Kyles Broadcasting, Ltd. for a new commercial television station at Memphis; and terminated the proceeding. (By Order, [FCC 87R-61] Nov. 16) (MM Docket 85-205).

Summary of broadcasting

as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

By Chief ALJ Thomas B. Fitzpatrick On Dates Shown:

■ Oakhurst, CA (Larry Ward Gamble and Ranjack Radio) AM Proceeding—Approved settlement and dismissed with prejudice the application of Ranjack Radio; granted the application of Larry Ward Gamble for a new AM station at Oakhurst; and terminated the proceeding. (By MO&O, Nov. 10) (MM Docket 87-427).

■ Porterville, CA (Garcia Communications and Arthur C. Kralowec) TV Proceeding—Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Jan. 14 and hearing for Feb. 18, 1988. (By Order, Nov. 4) (MM Docket 87489).

■ Destin, FL (Sharon S. Smith, et al.) TV Proceeding—Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Jan. 13 and hearing for Feb. 17, 1988. (By Order, Nov. 4) (MM Docket 87-488)

■ Solana, FL (Central Radio Communications, Inc., et al.) FM Proceeding—Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Jan. 11 and hearing for Feb. 10, 1988. (By Order, Nov. 5) (MM Docket 87-464).

■ Griffin, GA (WGRI Radio Incorporated [WGRI(AM)]) Show Cause Proceeding—Denied request by Metropolitan Broadcasting Corp. for extraordinary relief under distress sale policy; granted motion by the Mass Media Bureau and terminated hearing and certified proceeding to the commission. (By Order, Nov. 16) (MM Docket 87-351).

■ Casey, IL (Ford F.M., Inc. and Casey Broadcast Group, Inc.) FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 5 and hearing for March 21, 1988. (By Order, Nov. 4) (MM Docket 87-476).

■ Harbor Springs, MI (Running Rhodes, Inc. and Patricia Ann Mason) FM Proceeding—Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Jan. 13 and hearing for Feb. 17, 1988. (By Order, Nov. 4) (MM Docket 87-466).

■ New Prague, MN (Kingsley H. Murphy, Jr., et al.) FM Proceeding—Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding. Scheduled prehearing conference for Jan. 12 and hearing for Feb. 11, 1988. (By Order, Nov. 3) (MM Docket 87477).

■ Indianola, MS (Walter Gray Gilbert and Minority Broadcasting Corporation) FM Proceeding—Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 5 and hearing for March 24, 1988. (By Order, Nov. 4) (MM Docket 87-492).

■ Las Vegas (Nevada Number One Radio Co., et al.) FM Proceeding—Designated ALJ Edward Luton to preside in proceeding. Scheduled prehearing conference for Jan. 12 and hearing for Feb. 16, 1988. (By Order, Oct. 30) (MM Docket 87-462).

■ Paris, TX (G & D Communications, Inc., et al.) TV Proceeding—Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Jan. 19 and hearing for Feb. 18, 1988. (By Order, Nov. 3) (MM Docket 87-490).

By Deputy Chief ALJ James F. Tierney on dates shown:

■ Corydon, IN (PN Radio Company and Lifestyles, Inc.) FM Proceeding—Approved settlement agreement between PN Radio and Lifestyles, Inc. dismissed with prejudice the application PN Radio; granted the application of Lifestyles for a new FM station on Channel 243A (96.5 MHz) at Corydon; and terminated the proceeding. (By MO&O, Nov. 18) (MM Docket 87-237).

■ Ashland, KY (Harry J. Turner, et al.) TV Proceeding—Granted petition by Video Image Productions, Inc., and dismissed with prejudice the application of Harry J. Turner and Calvin Ross for failure to prosecute; granted the application of Video Image for a new UHF television station on Channel 50 at Ashland; and terminated the proceeding. (By MO&O, Nov. 9) (MM Docket 87-289).

By ALJ Joseph Chachkin on dates shown:

■ Twentynine Palms, CA (John Michale Bosquez, et al.) TV Proceeding—Dismissed with prejudice the applications of John Michael Bosquez and Twentynine Palms Broadcasting Corp. for failure to prosecute. (By Order, Nov. 17) (MM Docket 87-448).

■ Enfield, CT (A.B.C.D. Broadcasting Company, et al.) FM Proceeding—Granted request by Manuel and Maria Angelo and dismissed their application with prejudice. (By Order, Nov. 18) (MM Docket 87-461).

■ Marco, FL (Rebecca Radio of Marco, et al.) FM Proceeding—Approved settlement agreement among Brenda R. Tanger, Susan G. and William R. Gaston, and Affirmative Broadcasting Corp. and dismissed with prejudice the application of Brenda R. Tanger. (By MO&O, Nov. 17) (MM Docket 87-244).

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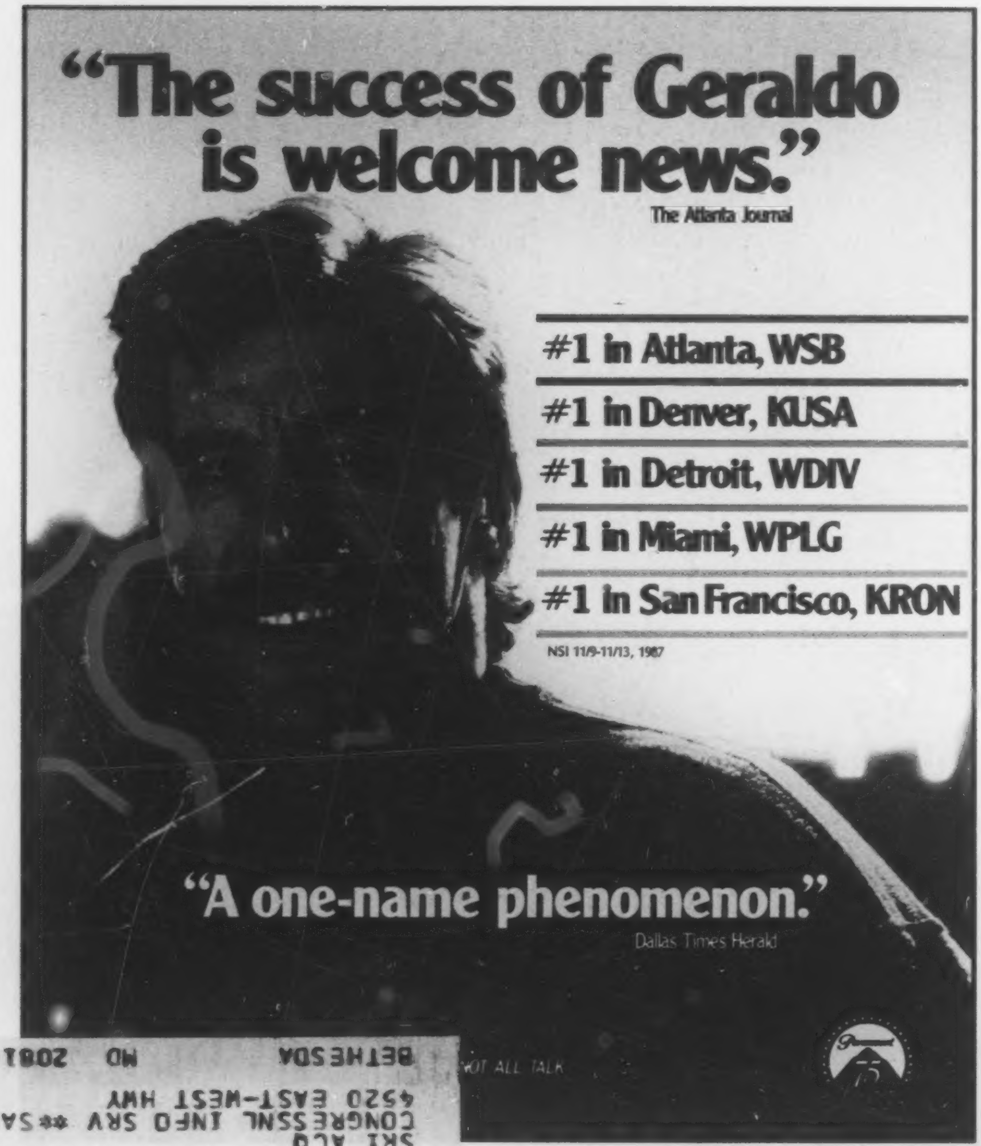

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Vol. 113 No. 23

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Getting set for Reagan-Gorbachev summit... page 35.

Capital Hill marches ahead on fairness/fee front... page 38.

Cable's programing push in Anaheim... page 39.

SUMMIT COVERAGE □ Thousands of domestic and foreign press descend upon Washington for Reagan-Gorbachev summit—media event some officials describe as "totally unprecedented" in U.S. **PAGE 35.**

CABLE PUSH □ Industry leaders greet more than 8,000 gathered at Western Cable Show in Anaheim, Calif., with news that cable's future is in programing. **PAGE 39.**

IN THE WINGS □ Month before its Jan. 9 official launch, American Public Radio's *Good Evening: From Minnesota with Noah Adams*—successor to *A Prairie Home Companion*—gets mixed reviews after national preview. **PAGE 56.**

TO BE A BROKER □ Moving behind scenes, station brokers have worked for, and reaped benfits from, recent boom in station trading. This special report by BROADCASTING staff writer, Scott Fitzpatrick, surveys cross-section of brokers—providing histories of their respective companies, and forecasts for 1988. **PAGE 67.**

BROKAW BLITZ □ It may be written in NBC anchor Tom Brokaw's job description—interview world leaders and discuss issues with presidential candidates—but last week's assignments put both anchor and network in prime time spotlight, breaking news and making it. **PAGE 91.**

NEW ENTRY □ *CBS This Morning*, network's latest effort in creating morning news and information show, debuts, this time under control of CBS News. Affiliates like what they see so far. **PAGE 93.**

BIG BUY □ Gannett Co. raises its TV station total to 10 with agreement to buy two Harte-Hanks TV stations for $155 million. **PAGE 94.**

REMOTELY POSSIBLE □ NBC News has contracted with British company to develop Fifth Estate's first "robotic" studio cameras, making it possible to operate cameras directly from control room. **PAGE 96.**

BUYING HIS TIME □ DMB&B's Irwin Gotlieb has combined an interest in computers with a knack for buying television time to become one of the best in his business. **PAGE 119.**

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NBC goes 10-for-10

Nielsen		Net		AGB	
1.	24.0/35	C	60 Minutes	2.	24.5/37
2.	23.4/33	C	Murder, She Wrote	3.	24.3/35
3.	22.9/39	N	Golden Girls	1.	24.9/39
4.	21.3/34	C	CBS Sunday Movie	10.	20.5/33
5.	20.7/31	A	Growing Pains	5.	21.5/33
6.	20.7/32	A	Who's the Boss?	7.	21.3/34
7.	20.2/28	N	Family Ties	15.	19.8/29
8.	19.5/36	N	Cheers	12.	20.2/39
9.	19.0/33	A	Monday Night Football	20.	17.5/33
10.	18.9/29	N	ALF	13.	20.2/32
11.	18.9/33	N	227	11.	20.4/32
12.	18.6/37	N	Cosby Show	4.	22.6/44
13.	18.3/32	N	Amen	6.	21.3/34
14.	18.1/27	C	Newhart	8.	20.7/32
15.	17.7/25	N	My Two Dads	19.	17.6/25
16.	17.7/34	N	Hunter	9.	20.6/35
17.	17.4/29	C	CBS Tuesday Movie	18.	18.5/30
18.	17.1/26	C	Designing Women	17.	18.9/29
19.	17.1/24	N	Night Court Special	21.	17.2/25
20.	16.9/33	N	Different World	14.	19.9/37
21.	16.4/29	N	Facts of Life	16.	19.2/31
22.	16.1/24	N	Valerie's Family	22.	17.2/27
23.	15.9/30	N	Mama's Boy Special	23.	17.0/33
24.	15.7/27	C	Dallas	28.	16.0/28
25.	15.1/23	A	Las Vegas: 75th Anni.	34.	14.4/22
26.	15.0/26	A	Hooperman	27.	16.3/28
27.	14.7/25	C	Cagney & Lacey	37.	14.1/25
28.	14.7/26	N	NBC Friday Movie	25.	16.7/30
29.	14.7/27	N	J. Leno Family Comedy	32.	14.9/28
30.	14.6/28	N	This is Your Life Special	26.	16.5/33
31.	14.5/25	A	Head of the Class	30.	15.6/26
32.	14.1/21	C	Kate and Allie	24.	16.8/26
33.	14.1/22	N	NBC Tuesday Movie	35.	14.3/22
34.	13.9/25	A	Perfect Strangers	33.	14.6/25
35.	13.7/24	N	Highway to Heaven	31.	15.1/25
36.	13.5/25	C	Falcon Crest	36.	14.3/26
37.	13.4/20	N	Beverly Hills Buntz	43.	13.3/20
38.	13.4/21	N	NBC Monday Movie	41.	13.5/23
39.	13.3/25	A	Dynasty	53.	11.3/21
40.	13.2/21	A	MacGyver	45.	12.9/21
41	13.0/25	C	D. Duck Thanksgiving	44.	13.0/24
42.	13.0/23	N	Disney Celebrity Circus	29.	15.7/28
43.	12.7/22	C	Beauty and the Beast	42.	13.3/23
44.	12.7/19	N	Our House	48.	12.2/19
45.	12.6/20	N	Unsolved Mysteries	40.	13.6/22
46.	12.5/22	N	Year in the Life	38.	13.9/24
47.	12.4/22	A	Slap Maxwell Story	46.	12.4/22
48.	12.3/20	A	Rolling Stone, 20 Years	47.	12.3/20
49.	12.3/19	C	First Kiss, C. Brown	49.	12.1/19
50.	11.6/23	C	B. Bunny Thanksgiving	54.	11.1/22
51.	11.4/17	A	Disney Sunday Movie	52.	11.3/18
52.	11.4/21	A	20/20	50.	11.4/21
53.	11.4/17	C	Frank's Place	39.	13.8/22
54.	11.3/20	N	Crime Story	58.	10.1/17
55.	11.2/17	C	C. Brown Thanksgiving	51.	11.3/18
56.	10.9/15	A	Spenser: For Hire	55.	10.8/16
57.	9.8/17	A	Mr. Belvedere	57.	10.3/18
58.	9.7/19	A	ABC Thursday Movie	62.	9.3/18
59.	9.7/17	C	CBS Saturday Movie	61.	9.4/15
60.	9.4/17	A	Full House	64.	8.3/15
61.	9.1/16	A	I Married Dora	65.	8.2/14
62.	8.5/15	A	ABC Movie Special-Sat.	56.	10.5/17
63.	8.5/15	C	Oldest Rookie	60.	9.5/16
64.	8.4/16	A	Hotel	59.	10.0/17
65.	8.0/14	C	CBS Wednesday Movie	67.	8.0/14
66.	7.9/15	C	West 57th	63.	9.1/16
67.	7.6/15	C	CBS Thursday Movie	66.	8.1/16
68.	7.2/13	A	Pursuit of Happiness	68.	7.9/14
69.	6.4/13	A	Sledge Hammer!	70.	7.3/14
70.	6.1/12	A	Charmings	69.	7.3/14

board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

□

Syndex. In comments to FCC, cable operators opposed and broadcasters and program producers supported FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations.

The cable industry argued that the FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their "exclusive" programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of distant signals into their markets with duplicative programing.

□

Unions. After two-week series of meetings between members of labor relations department of CBS and office of president of technical union, International Brotherhood of Electrical Workers, union decided to take network offer to membership for ratification vote. Offer differs little from terms offered during October meetings with federal mediator. Among provisions of earlier offer were 3% raises for each of three years of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who have been working without contract since Sept. 30.

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FCC has shown courage and foresight in its inquiries into the compulsory licensing scheme and its own exclusivity rules, these inquiries do not go far enough and, in some respects, step backward into the past. It may be the opportune moment to abandon the compulsory licensing scheme in section 111 of title 17 and establish a system of full copyright liability for cable carriage of broadcast programing. Pending such revision of the copyright law, the FCC should reinstate its syndicated exclusivity rules in some form on an interim basis.

The old familiar voices will surely be raised against attempts to change the status quo. In just a few short years, the cable industry has grown accustomed to the convenience of clearing rights through a government agency–the Copyright Office–and having the rates for such carriage established in another place, the Copyright Royalty Tribunal. Granted, these proceedings have not been without certain acrimonious court battles; but it appears that in recent years, even the courts have grown tired of the constant nit-picking and raised voices of the interested parties. There is also the problem of new distribution systems. There has been some attempt to consider whether such services as MMDS and SMATV are "cable systems" for purposes of compulsory licensing under section 111; and the Copyright Office has a pending notice of inquiry on carriers is another issue giving rise to debate, apart from the notion that a satellite carrier could ever be a cable system. What to do about the scrambling of satellite signals continues to raise hackels.

While the efforts of the FCC to reconsider the compulsory licensing scheme and its exclusivity rules is to be commended, and any information gathered will surely help advance the resolution of the current difficulties experienced by users and producers alike, congressional action to amend the copyright law may be the most enduring resolution of these matters. Steps should also be taken by cable, motion picture, broadcast, sports and other interested groups to cooperate in the establishment and use of private clearing mechanisms for rights in broadcast programing. The music performing rights societies provide limited guidance on how such a goal might be accomplished.

An existing model, and one that has been used successfully for many years is the retransmission of broadcast stations by television translator stations. Under section 325(a) of the Communications Act of 1934, a broadcast station may authorize a translator station to rebroadcast its programing. This authorization is to be distinguished from the rights in the underlying works. Copyright clearance for these rights is normally handled by the originating broadcast station. Copyright owners usually grant broadcast stations the right to authorize the further transmission of their works by translator stations. What stations may rebroadcast and how much the originating station pays for these rights is a matter of negotiation between the station and the relevant copyright owners. Not that the copyright owner/broadcast/translator chain is perfect. Far from it. There are instances where the technical incapability of translators to delete programing dictates the result. Cable systems today are not similarly constrained. There is even a recent trend toward what are termed "composite" cable channels, where systems voluntarily pick and choose among the various programs.

Now many who have read to this point may cry: "But retransmission consent has been tried before." This was laboriously argued and defeated years ago. Opponents included copyright owners who wanted the freedom to negotiate separately with distribution services for the further transmission of television programing broadcast to the public. While this may be a sound objection in theory, in practice, it may not hold up. In negotiating with a broadcast station for the transmission of a particular copyrighted work, owners of copyright may restrict the right of a broadcast station to authorize the further transmission of the work by other distribution services. Then again, they may find it more convenient to permit a broadcast station to broker the rights with satellite carriers and other distribution services. The choice would be a matter for the interested parties to decide.

The argument that was raised back in the late sixties that broadcast stations would block the further transmission of their programing by cable systems has not proved accurate. In fact, the so-called superstations have adjusted nicely to the expanded coverage provided by cable. Added audience has translated into increased advertising revenue. However, not all broadcasters fall in the superstation category, and many stations resent the retransmission of their signal without specific authorization and with little or no royalty fees from the cable compulsory license pot.

The lesson to draw from past experience is that the compulsory licensing system under the copyright law and the web of network and syndicated exclusivity regulations developed by the FCC should be refashioned into a simple comprehensive provision in title 17 of the U.S. Code that establishes full copyright protection for television programs broadcast in the United States. Of course, this protection should be extended to any material added by the station before and after such programs, as well as the compilation of the programs into a coherent broadcast schedule. Exclusivity for broadcast station programing should clearly come within the purview of the rights protected under the copyright law. Clearance of performance rights in copyrighted television programing should be a matter for private negotiation, not government regulation. □

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FCC gives cable more time to offer A/B switches

Operators now have until Feb. 29 to divide subscriber switches in accordance with must-carry rules

In response to a plea from the National Cable Television Association, the FCC has postponed the date by which cable operators have to offer A/B (input-selector) switches to their subscribers from this Wednesday (Dec. 10) to Feb. 29, 1988.

Under the FCC's new must-carry rules, cable operators are required to tell subscribers they may need A/B switches to receive all local broadcast signals and to offer to install switches or supply them with a set of instructions to those subscribers who wish to install them themselves. Operators may charge existing subscribers for the switches and their installation, but not new ones.

The NCTA asked for an extension because a Nov. 19 FCC order setting switch standards and clarifying what cable operators may and may not do in informing subscribers and installing the switches does not become effective until Jan. 28. Unless the FCC extended the original deadlines, the NCTA said, cable operators may have to make two mailings—one before Dec. 10 and one before Jan. 28.

The FCC was sympathetic. "We believe it would be undesirable to create a situation where a cable operator would be required to distribute two separate information items within a short period of time," it said in an order adopted Nov. 25 and issued last Monday (Nov. 30). "This would be burdensome for cable operators and could lead to confusion on the part of subscribers that could serve to hinder the effectiveness of the program for encouraging them to install and use input selector switches," the commission said.

The A/B switches, simple devices that NCTA estimates cost between $2.50 and $4.50 each, allow cable subscribers to switch from cable to antennas so they can pick up broadcast signals that the cable systems may or may not carry.

In August 1986, the FCC adopted new must-carry rules permitting most cable systems to carry fewer local broadcast

Reach recap

The following is a list of the audience reach of broadcast stations beyond their local ADI—in effect, a station's viewership on cable systems beyond its local market. The "spill out" household figures, supplied by Arbitron, represent stations that receive a net weekly circulation of 15% or greater outside of their home market. The figures are not, however, an exact count of the station's cable reach in all cases. Some stations' broadcast signals penetrate another market's ADI, and it is virtually impossible to separate what portion of viewing may have been done off-air and the portion attributable to cable systems. Stations on the VHF band, for instance, may reach farther into a neighboring market than that of a UHF. Additionally, the figures do not separate viewing attributable to translator stations, prominent in the West, versus a cable system in any given market. Those caveats notwithstanding, the list below provides a rough gauge of broadcast station viewing in markets other than its own ADI.

Rank	*Calls*	*TVHH Cume*
1	*WTBS Atlanta*	*12,298,000*
2	*WGN-TV Chicago*	*4,418,000*
3	*WWOR New York*	*1,834,000*
4	*WPIX New York*	*1,008,000*
5	*WSBK-TV Boston*	*725,000*
6	*KTTV Los Angeles*	*601,000*
7	*WTTG Washington*	*592,000*
8	*KTLA Los Angeles*	*582,000*
9	*KTVU Oakland*	*490,000*
10	*KCOP Los Angeles*	*447,000*
11	*WKBD-TV Detroit*	*441,000*
12	*KNTV San Jose, Calif.*	*426,000*
13	*WTAE-TV Pittsburgh*	*297,000*
14	*KNBC Los Angeles*	*291,000*
15	*WTVJ Miami*	*264,000*
16	*WNYW-TV New York*	*261,000*
17	*WFLX W. Palm Beach, Fla.*	*251,000*
18	*WPTV W. Palm Beach, Fla.*	*248,000*
19	*WLVI-TV Cambridge, Mass.*	*242,000*
20	*KDKA-TV Pittsburgh*	*241,000*
21	*WNEV-TV Boston*	*238,000*
22	*KGO-TV San Francisco*	*223,000*
23	*WBZ-TV Boston*	*223,000*
24	*WUAB Lorain, Ohio*	*218,000*
25	*WTAF Philadelphia*	*215,000*

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Address: Pleasant Lake Ave., RFD#4 Harwich, MA 02645. Principal is owned by Joan Bentinck-Smith, Ann M. Williams, John Gray, Paul P. Sullivan, Mike Munson, Oscar W. Doane Jr. and Carolyn G. Crowell, who have no other broadcast interests. Filed Nov. 18.

■ Grants, NM (BPH871113MG)—Cibola Radio Partnership seeks 105.50 mhz; 100kw; HAAT 400 m. Address: 709 Warren, Grants, NM 87020. Principal is Dolores Greigo-Rodarte, has no other broadcast interests. Filed Nov. 13.

■ Caldwell, TX (BPH871113MK)—Roy E. Henderson seeks 95.1 mhz; 3kw; HAAT 100. Address: 17000 El Camino Real, Bldg. B, Suite 205, Houston, TX 77058. Principal has no other broadcast interests. Filed Nov. 13.

■ Caldwell, TX (BPH871113MD)—Burleson Country Broadcasting Inc. seeks 95.1 mhz; 3kw; HAAT 100. Address: 820 North Gray, Caldwell, TX 77836. Principal is owned by Joe D. Smith, James C. Hill, H.E. Pflughaupt, James R. Jones, Michael A. Kuhn, Chuck W. Machemehl and William J. Nutt, who have no other broadcast interests. Filed Nov. 13.

Facilities Changes

Applications

■ CA, Lakeport, KNTI, 99.5 mhz—871116-Application for CP to change antenna supporting structure height.

■ IL, Anna, WRAJ-FM, 92.7 mhz—871116-Application for CP to make changes: TL: On Bald Knob Mountain near Alto Pass, Union Co, IL; change ERP: 0.8 kw H&V; change HAAT: 191M H&V. 37 33 06N 89 20 46W

■ IN, Danville, WGRT-FM, 107.1 mhz—871113-Application for CP to make changes: ERP: 1.1 kw H&V; change HAAT: 166 m. H&V.

■ MN, St. Cloud, WJON, 1240 khz—871113-Application for CP to make changes in ant sys; increase radiation efficiency and correct coordinates: 45 33 36N 94 08 20W

■ NM, Albuquerque, KGSW, ch. 14—871118-Application for CP to change HAAT: 4181 FT. (1274 M); ANT: Dielectric TFU-25G

■ OR, Springfield-Eugene, KORE, 1050 khz—871120-Application for CP to make changes in antenna system and change TL to: 570 M East of intersection of West Prairie Rd. and Beacon Dr., Springfield-Eugene, OR.44 07 48N 123 09 40W

■ OR, Waldport, KBBM, 850 khz—871116-Mod of CP (BP871014AG) to change TL to: 3.62 km 82 Degree from center of Waldport, OR. 44 26 5N 124 1 20W

■ PA, Olyphant, WWAX, 750 khz—871117-Mod of CP (BP841224AF) to make changes in ant sys and change TL to: Jefferson Township, PA in the Moosic Mountains 4 km SE of Archbald, PA. 41 28 34N 75 29 41W

■ VT, Windsor, WVPR, 89.5 mhz—871113-Application for CP to change ERP: 1.78 kw (H&V).

■ TX, Conroe, KTFH, ch. 49—871119-Amendment to change TL: 19.3 km SE of Conroe, TX; 1.7 km N of Hwy 2090; HAAT: 361 m.; Antenna System: 367 m. AGL and 411 m. AMSL.

■ VA, Norfolk, WNVZ, 104.5 mhz—871106-Application for CP to make changes: TL: 183 meters E of Twin Pines Rd. in Portsmouth City, VA; change HAAT: 150 m. H&V; install directional antenna. 36 52 25N 76 23 54W

Actions

■ CA, Los Angeles, KZLA, 93.9 mhz—871123-Application (BPH871027IC) returned for CP to make changes: TL: 0.6MI SE of intersection of Chevy Chase Dr. and Linda Vista Dr. on a bearing of N 145 degree E on Flint Peak, Glendale, CA; change ERP: 20.35 kw H&V; change HAAT: 399 m. H&V. 34 09 48N 118 11 43W

■ CA, Pacific Grove, KOCN, 104.9 mhz—871123-Application (BPH870709IA) granted for CP to make changes: change ERP: 0.944 kw H&V; HAAT: 559 FT. (170 M) H&V; change main studio location.

■ LA, Monroe, KNLU, 88.7 mhz—871119-Application (BPED860214MO) granted for CP to make changes: change TL: Olin Hall NLU, Monroe, LA; ERP: 3.25 kw H&V; HAAT: 50.6 m. H&V. 32 31 46N 92 04 13W. Application reinstated 9-29-87. Amendment timely filed.

■ LA, New Roads, KQXL, 106.3 mhz—871119-Application (BPH850710IX) granted for CP to make changes in ant sys and correct geographic coordinates: 30 38 06N 91 19 12W

■ MD, Grasonville, WBEY, 103.1 mhz—871123-Application (BPH870811IC) granted for CP to change HAAT: 100 m. H&V.

■ MO, Camdenton, KADI, 1520 khz—871125-Application (BMP870224AI) granted for Mod of CP to make changes in antenna system (including increase in tower height)

■ MO, Dexter, KDEX-FM, 102.3 mhz—871124-Application (BPH870320ID) granted for CP to make changes: TL: 2.5MI E of Dexter on Hwy 114, Dexter, MO; change HAAT: 278' H&V 36 47 20N 89 54 28W

■ MO, Warrensburg, KCMW-FM, 90.9 mhz—871119-Application (BPED870316IG) returned for CP to change HAAT: 457.2 m. H&V.

■ NE, Ogallala, KOGA-FM, 92.7 mhz—871123-Application (BPH870226MH) granted for CP to make changes: TL: 7.3 km S of Paxton, NE; change ERP: 100 kw H&V; change HAAT: 245.4 m. H&V. 41 03 50N 101 20 16W

■ NH, Concord, WJYY, 105.5 mhz—871125-Application (BPH861222IH) dismissed for CP to make changes: ERP: 1.21 kw H&V; HAAT: 151.3 m. H&V (for auxiliary purposes only)

■ NM, Carlsbad,, 104.1 mhz—871123-Application (BMPH871106IF) returned for Mod of CP to make changes: TL: 1-1/2MI N of City Limits of Carlsbad on Canal St; change HAAT: 151.3 m.H&V. 32 28 16N 104 13 34W

■ NM, Lordsburg, KXKK, 97.7 mhz—871109-Application (BMPH870330IF) dismissed for Mod of CP to change ERP: 0.4 kw H&V; correct coordinates: 32 20 56N 108 42 20W

■ NY, Rome, WKAL-FM, 95.9 mhz—871123-Application (BPH871030IB) returned for CP to make changes: FREQ: 96.1 MHZ (Per Docket #87-23); change TL: Prospect Hill, Skyline Dr., Kirkland, Oneida Co, NY: ERP: 7.4 kw H&V; change HAAT: 183 m. H&V;-change to Class B1. 43 02 14N 75 26 40W

■ NC, Raleigh, WYLT, 96.1 mhz—871124-Application (BPH870206ID) granted for CP to change HAAT: 985' H&V.

■ TN, Murfreesboro, WTMG, 96.3 mhz—871123-Application (BPH870309ID) dismissed for CP to change ERP: 100 kw H&V; and change to directional antenna.

■ TX, Corpus Christi, KZFM, 95.5 mhz—871119-Application (BMPH870828IC) granted for Mod of CP to change directional antenna pattern.

■ TX, Port Arthur. KHYS, 98.5 mhz—871123-Application (BPH870226MK) granted for CP to make changes: TL: On Private Rd, 5 km E of Devers and 3.2 km N of Hwy 90, Denvers, TX: change HAAT: 530 m. H&V. 30 03 05N 94 31 37W

■ UT, Salt Lake City, KCPX-FM, 98.7 mhz—871123-Application (BPH870630IG) granted for CP to change ERP: 40 kw H&V.

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ TX, Merkel, KFQX-FM, 102.3 mhz—871124-Application (BPH870817IB) granted for CP to amke changes: FREQ: 102.7 MHZ (Per Docket #86-382); change TL: 13.8 km on a bearing of 238.34 Degree True from Merkel, TX; change HAAT: 186 m. H&V; change ERP: 100 kw H&V; change to Class C1. 32 24 19N 100 08 17W

■ VI, Christiansted, WVIS, 106.1 mhz—871125-Application (BPH861006IC) granted for CP to change ERP: 50 kw H&V and change HAAT: 287.7 m.

Actions

Commission Actions

■ FCC eliminates Carroll Doctrine and UHF impact policy—MM Docket 87-154 (Report DC-1051, Action in Docket Case) Having concluded that the Carroll doctrine and the related UHF impact policy no longer serve the public interest, the FCC has decided to eliminate both. Thus, the FCC will no longer consider claims of economic injury in broadcast licensing or allotment proceedings. Action by the Commission November 24 by Report and Policy Statement (FCC 87-364).

■ FCC reaffirms April indecency decisions with respect to three broadcast licensees—(Report MM-281, Mass Media Action) Responding to Petitions for Clarification and Reconsideration, the FCC generally reaffirmed its April 1987 findings of indecency against three stations. Action by the Commission November 24 by MO&O (FCC 87-365).

■ FCC to consider revocation of license for KGMC(TV), Oklahoma City—MM Docket 87-531 (Report DC-1054, Action in Docket Case) The FCC has ordered Seraphim Corporation to show cause why its license for KGMC(TV), Oklahoma City, OK, should not be revoked for engaging in an unauthorized transfer of control. Action by the Commission November 24 by Order to Show Cause, Hearing Designation Order and Notice of Apparent Liability (FCC 87-366).

■ FCC says systems serving detached single family dwellings within planned communities are not excluded from definition of CATV systems—(Report MM-284, Mass Media Action) Action by the Commission November 30 by MODR&O (FCC 87-372).

■ Duluth, MN.—Granted the assignment of license of WDIO-TV (ABC, Channel 10), Duluth, and its 100 percent satellite, WIRT(TV) (Channel 13), Hibbing, MN, from Channel 20, Incorporated to Hubbard Broadcasting, Inc. (By Letter [FCC 87370] adopted November 27 by the Commission)

Staff Actions

■ Bradenton, FL —Designated for hearing 10 mutually exclusive applications for a commercial TV station on Channel 66 at Bradenton. (MM Docket 87-532 by Order [DA 87-1712] adopted November 24 by the Chief, Video Services Division, Mass Media Bureau).

■ Pearl City, HI —Designated for hearing the applications of Timothy Paul Woodard, Chinese Radio Service, Mamala Bay Broadcasting, The Pleiades Group, K.A.R.E. Hawaii, and Carmen Dwight for a new FM station on Channel 270C (101.9 MHz) at Pearl City. (MM Docket 87-516 by Order [DA 87-1657] adopted November 10 by the Chief, Audio Services Division, Mass Media Bureau).

■ Sartell, MN —Designated for hearing the application of Marlene Beecroft and Sartell Communications for a new FM Station on Channel 241 (96.1 MHz) at Sartell. (MM Docket 87-525 by Order [DA 87-1667] adopted November 13 by the Chief, Audio Services Division).

■ Hatch, NM —Designated for hearing, the applications of Hatch Broadcasting, Inc., Turquesa Enterprises, Christine G. Sanchez and Beverly R. Flotte for a new FM station on Channel 266C (101.1 MHz) at Hatch. (MM Docket 87-518 by Order [DA 87-1658] adopted November 12 by the Chief, Audio Services Division, Mass Media Bureau).

■ Irondequoit, NY—Designated for hearing 10 applications for a new FM station on Channel 294A (106.7 MHz) at Irondequoit. (MM Docket 87-517 by Order [DA 87-1656] adopted November 12 by the Chief, Audio Services Division).

■ Syracuse, NY—Granted WSYT-TV's request to order Auburn Cablevision, Inc. to carry WSYT-TV (Channel 63) at Auburn, NY. (By MO&O [DA 871619] adopted November 4 by the Chief, Mass Media Bureau).

■ Shallotte, NC —Affirmed dismissal of Jennings Communications Corporation's proposal to substitute Channel 283C2 (104.5 MHz) for Channel 228A (93.5 MHz) at Shallotte. (By MO&O [DA 87-1694] adopted November 12

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Broadcasting ◻ Dec 14

No more must-carry. . . page 39

Transfer tax defeated. . . page 39

Florida service tax repealed. . . page 44

SUMMIT SUMMARY ◻ The world focused on Washington last week through the eyes of some 6,000 journalists from around the world, covering the Reagan-Gorbachev summit. The coverage was historic, both in content and scope. **PAGE 41.**

DAY FOR NIGHT ◻ FCC receives letters of intent from AM daytimers eligible to switch to full-time status. **PAGE 50.**

PHILADELPHIA STORY ◻ Spectacor Broadcasting's WIP(AM) Philadelphia changes its format from MOR-based sound to full-service, all-sports outlet, becoming second all-sports station to hit airwaves this year. **PAGE 50.**

PBS EXPORT ◻ Public Broadcasting Service's *MacNeil/Lehrer NewsHour* added to noncommercial Japan Broadcasting Corp.'s schedule of foreign news shows to be broadcast daily in Japan over Satellite TV Channel 1. **PAGE 68.**

PUTTING ON THE HITS ◻ MCA Television Group's Robert Harris keeps watch on changes in media/program marketplace—from new forms of programing and distribution, to advertisers' role in mix. His views from Hollywood in this "At Large" with BROADCASTING editors begin on **PAGE 73.**

ALL IN THE FAMILY ◻ National Association of Public Television Stations names Corporation for Public Broadcasting senior vice president, David Brugger, as NAPTS president. Public Broadcasting Service directors approve appointment of Neil Mahrer, CEO and general manager of PBS Enterprises, to newly created position of executive vice president and chief operating officer of PBS. **PAGE 80.**

COMING UP ROSES ◻ Forecasts advanced at Paine Webber conference see network television returning to double digit growth in 1988. **PAGE 86.**

WINNING TEAM ◻ NBC's John Agoglia may have to wear the black hat in some production negotiations, but he is a veteran of the cavalry charge that took that network to number 1. **PAGE 111.**

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and former president, Peter Fannon, who resigned in August. Brugger is currently senior vice president at Corporation for Public Broadcasting.

At Charleston, S.C., board meeting this month, PBS announced appointment of PBS Enterprises President Neil Mahrer to newly created post, executive vice president and chief operating officer, freeing PBS President Bruce Christensen from daily operations duties.

With new CPB chairman, Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding.

Bruce Theriault remains acting president of American Public Radio.

November 1987 oversight hearings in both Senate Communications Subcommittee (BROADCASTING, Nov. 16) and House Telecommunications Subcommittee (BROADCASTING, Nov. 23) featured pleas from public broadcasting executives for reliable and adequate source of funding. Corporation for Public Broadcasting Chairman Howard Gutin, CPB President Donald Ledwig, Public Broadcasting Service President Bruce Christensen, PBS board member Sharon Rockefeller, National Public Radio President Douglas Bennet and host of station general managers told Congress that system works but could work better with expanded, long-term funding.

Senate Commerce Committee's revenue-raising package—designed in part to create Public Broadcasting Trust Fund supplied with money raised from FCC license transfer fee—was adopted in House as amendment to budget reconciliation package, which went to vote before full body.

CPB board met Nov. 24-25, and new members began to voice themselves on budget and policy considerations; CPB is also reviewing propriety of PBS bonus awarded President Bruce Christensen in 1986 (BROADCASTING, Nov. 30).

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991.

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■ Scrambling. Bill that would regulate home satellite marketplace was adopted by Senate Commerce Committee two weeks ago. It would mandate that cable programers permit any qualified third party—inside and outside the cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until next year. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners, was focus of hearing two weeks ago. Broad coalition of industry groups is backing bill, but modifications suggested by motion picture industry (mainly suggestion that compul-

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■ Wireless cable, using mix of ITFS and MDS channels, is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband targeted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within the next few months, is the biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland. ■

Lucky 11 for NBC

NBC closed out week 11 (ended Dec. 6) with a 15.3 rating and a 25 share from Nielsen. CBS came in just ahead of ABC to take second place with a 13.0/21, while ABC closed with a 12.8/21. For week 10, NBC took the week with a 15.1/25, while CBS had a 13.7/23 and ABC a 12.3/21.

In evening news, CBS won week 11 with a 12.0/21, over ABC and NBC's tie at 11.0/19.

Nielsen		Show		AGB	
1.	24.9/38	N	Different World	2.	24.0/39
2.	24.9/38	N	Cosby Show	3.	23.7/37
3.	23.7/41	N	Golden Girls	1.	25.9/42
4.	23.5/36	N	Cheers	4.	22.9/37
5.	22.5/34	A	Growing Pains	8.	21.4/32
6.	22.2/35	N	Night Court	11.	20.5/35
7.	21.8/35	C	60 Minutes	5.	22.5/36
8.	21.3/33	A	Who's the Boss?	7.	21.8/33
9.	20.7/32	A	Moonlighting	15.	19.4/30
10.	19.9/33	A	Monday Night Football	20.	18.3/31
11.	19.5/30	C	CBS Sunday Movie	13.	20.0/31
12.	19.4/29	C	Murder, She Wrote	10.	20.7/30
13.	19.3/28	N	Family Ties	9.	20.8/30
14.	19.0/33	N	Amen	6.	22.4/37
15.	18.7/34	N	L.A. Law	32.	15.5/31
16.	18.0/32	N	227	12.	20.3/34
17.	17.8/29	A	Hooperman	19.	18.4/30
18.	17.1/27	A	Head of the Class	29.	15.6/26
19.	16.7/26	C	Hallmark Hall of Fame	17.	18.4/29
20.	16.7/28	C	Dallas	22.	17.1/28
21.	16.5/28	A	Perfect Strangers	27.	15.8/27
22.	16.2/24	N	My Two Dads	21.	17.6/26
23.	16.1/27	N	NBC Sunday Movie	26.	15.9/27
24.	16.1/29	N	Facts of Life	16.	18.8/33
25.	15.8/29	N	J.J. Starbuck	23.	17.1/31
26.	15.5/24	N	NBC Monday Movie	38.	14.8/23
27.	15.4/23	C	Kate and Allie	24.	16.0/25
28.	14.9/26	A	Dynasty	47.	12.9/24
29.	14.7/26	A	Thirtysomething	43.	14.6/27
30.	14.7/24	C	Knots Landing	37.	14.9/26
31.	14.6/26	A	20/20	30.	15.5/27
32.	14.4/24	N	Miami Vice	31.	15.5/25
33.	14.3/23	A	Slap Maxwell Story	42.	14.6/25
34.	14.3/22	N	Matlock	18.	18.4/28
35.	14.2/21	C	Frank's Place	39.	14.8/22
36.	14.1/22	C	Jake and the Fatman	41.	14.7/23
37.	14.0/23	A	Ultimate Stuntman	35.	15.0/23
38.	13.9/25	C	Falcon Crest	36.	14.9/26
39.	13.9/24	N	St. Elsewhere	34.	15.2/28
40.	13.7/24	N	Mickey's Christmas Carol	40.	14.7/24
41.	13.4/22	N	Highway to Heaven	28.	15.7/26
42.	13.1/20	N	Our House	25.	15.9/24
43.	12.6/20	C	Life and Adven. of Santa	33.	15.4/25
44.	12.3/22	C	Law and Harry McGraw	44.	13.8/25
45.	12.1/21	C	Beauty and the Beast	46.	13.5/22
46.	12.1/20	N	Year in the Life	45.	13.7/23
47.	11.5/18	C	Simon & Simon	49.	12.6/20
48.	11.3/19	A	Mr. Belvedere	52.	11.8/19
49.	10.6/18	A	I Married Dora	59.	9.9/16
50.	10.6/16	A	Dolly	51.	12.0/18
51.	10.4/17	C	All Star Party, Joan Collins	48.	12.7/21
52.	10.4/19	N	Private Eye	55.	10.8/19
53.	10.2/16	A	Disney Sunday Movie	54.	10.9/17
54.	9.9/17	C	Equalizer	56.	10.8/20
55.	9.8/17	A	Full House	58.	10.2/17
56.	9.4/14	A	Spenser: For Hire	66.	8.5/12
57.	9.0/15	N	NBC Political Debates	53.	11.7/20
58.	8.9/17	A	Hotel	64.	8.7/16
59.	8.9/15	A	Pursuit of Happiness	60.	9.6/16
60.	8.0/14	A	Ohara	65.	8.5/15
61.	7.9/13	A	ABC Thursday Movie	61.	8.9/15
62.	7.4/11	A	Sledge Hammer!	69.	7.9/12
63.	7.1/12	C	Oldest Rookie	62.	8.9/15
64.	7.0/12	A	Sable	68.	8.2/13
65.	6.9/13	C	West 57th	67.	8.4/15
66.	6.6/10	A	Jennings/Koppel Report	72.	6.3/10
67.	5.8/9	C	Houston Knights	71.	6.7/10
68.	5.2/9	C	CBS Reports	70.	7.2/12
69.	4.3/7	C	Twilight Zone	73.	6.2/10

Open Mike

Radio's super

EDITOR: Your super-detailed and super-interesting Nov. 30 cover story on "The superstations" might have been more complete with a mention of the only *radio* superstation to reach television-sized penetration nationally—WFMT Chicago's 36-year-old fine arts FM station. Roy Bliss put our station in his basket of United Video services in 1979, and WFMT has grown in cable outlets each year since, today reaching nearly 1,400,000 homes in some 182 U.S. markets. That places WFMT *fifth* among *all* superstations, outranked only by television stations WTBS Atlanta, WGN-TV Chicago, WPIX New York and KTVT Dallas in number of cable households served--and with all other TV stations mentioned in your story down in rank from there.

Superstation WFMT, along with nationally distributed video services such as Arts and Entertainment and Bravo, prove that the country will support top-quality arts programing, in *either* broadcast medium and in any size of market.—*Richard G. Marschner, general manager,* WFMT(FM) *and* WFMT *Fine Arts Network, Chicago.*

On location

EDITOR: Recently we took a three-week trip from Vermont to Mississippi. While traveling through northwest Georgia and into South Carolina, especially, we listened to radio stations that did not seem to give their location—just their call letters. This was very frustrating as we had no idea where they were and we were concerned about the weather. When they did give a weather report, we had no way of knowing if it was for the area we were going to be in.

As we traveled through Alabama, we heard warnings of detouring because of a bad accident. We had no idea if it was in the area we were heading because they just kept mentioning streets. It turned out it was the very next city we were going into, but fortunately we stopped to make a phone call and found we should detour.

I really think stations should have to identify themselves and their location on every half-hour.—*Mrs. Roy E. Wilkenson, East Middlebury, Vt.*

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RADIO TELEVISION CABLE SATELLITE

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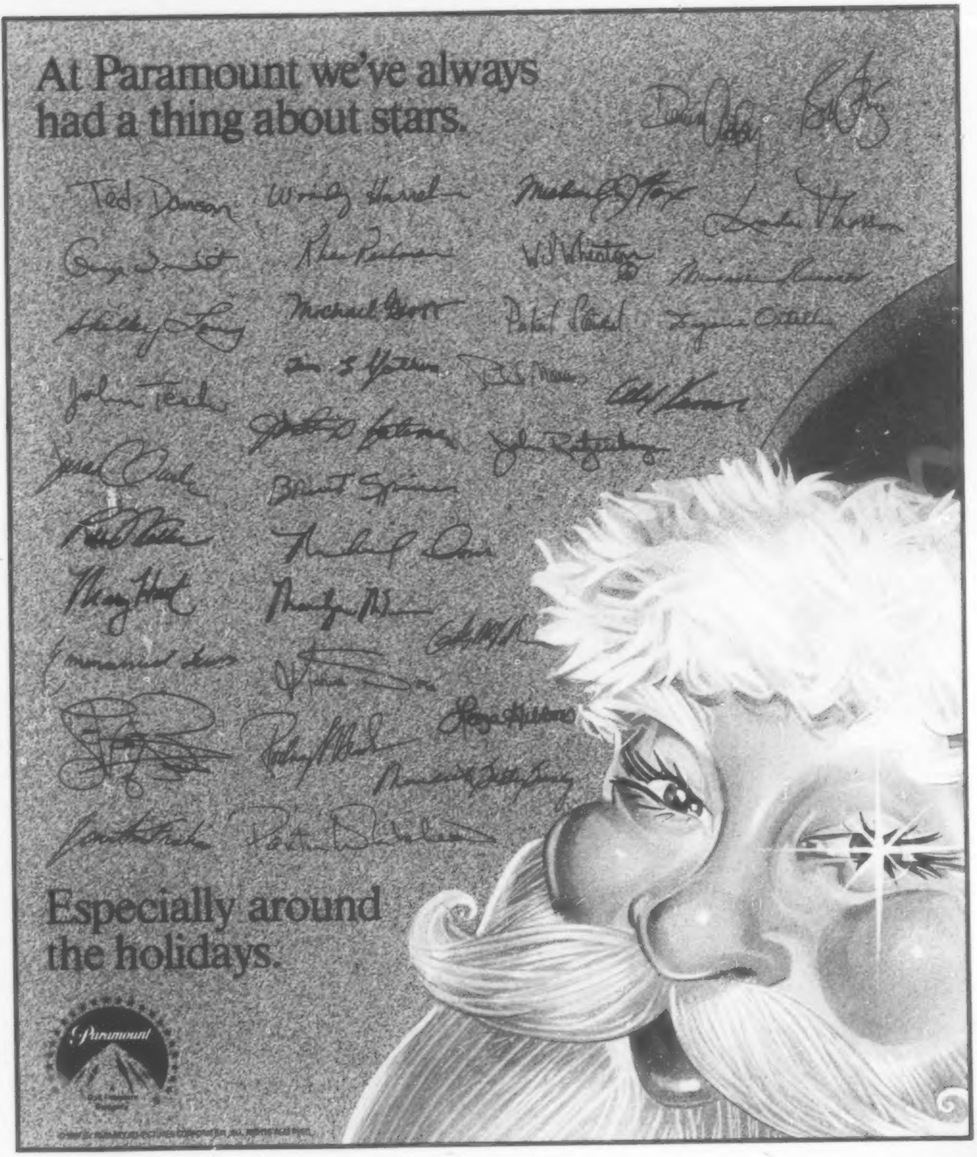
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57th Year 1987

November sweeps: NBC still the one

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Cable and the First Amendment... page 28.

Intelsat goes its own way on pricing... page 34.

Arbitron sweeps victory for NBC... page 35.

CONFLICTING VOICES ☐ Cable has come long way since first wires were strung, but with that maturity has yet to come consensus, either in fact or in law, on its First Amendment status vis-a-vis its media rivals. **PAGE 28.**

HAVE GUN WILL TRAVEL ☐ Industry trade associations are bolstering their Washington representation with outside lobbyists ready to work on moment's notice. **PAGE 33.**

SWEPT AWAY ☐ Arbitron's local market sweeps numbers were in last week, showing NBC affiliates again in first place in prime time. Comparisons to last year's numbers fail to clarify impact of peoplemeters. **PAGE 35.**

PLACE IN HISTORY ☐ Gayle Sierens will become first female play-by-play announcer for network telecast of NFL game when she does play-by-play for Kansas City Chiefs vs. Seattle Seahawks on Dec. 27. **PAGE 39.**

CALGARY STAMPEDE ☐ ABC Sports prepares for its 100 hours of winter Olympic coverage in Calgary, Canada next February. **PAGE 40.**

PRICED TO SELL ☐ Cable operators raised basic fees and lowered pay rates under deregulation, still achieving penetration gains in 1987. More of same is expected for 1988. **PAGE 44.**

MORE ON MUST CARRY ☐ Cable industry says that recent appeals court decision ending must-carry rules will have little, if any, effect on station carriage. **PAGE 48.** Must-carry ruling may cause friction between broadcasting and cable industries that could lead to congressional intervention. **PAGE 49.**

PASSING THE BATON ☐ Former FCC commissioner and TOC coordinator, Margita White, readies to assume presidency of AMST. **PAGE 51.**

STRIKE UP THE BAND ☐ AM radio is serving as tryout territory for new formats, move some see as way for AM operators to obtain programing franchises in their respective markets. **PAGE 52.**

CONVENTION WALK-THROUGH ☐ Democrats take journalists on two-day tour of Atlanta's Omni, site of Democratic National convention. **PAGE 58.**

PRODUCTIVELY SPEAKING ☐ Don LeBrecht, executive director of the Broadcasting Industry Council to Improve American Productivity, once wanted to be a college professor. Instead, by helping to raise profile of America's productivity problem, his classroom now reaches nationwide. **PAGE 79.**

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their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

□

Wireless cable. Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, has asked FCC to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service. Microband responded with charge that Cablevision is trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland.

□

■ **Unions.** Technical union, International Brotherhood of Electrical Workers, ratified offer from CBS for new three-year contract by vote of 947-352 in balloting that ended Monday, Dec. 14. Contract signing was expected to be held yesterday (Dec. 20) and to become effective immediately. Offer is believed to contain provisions for 3% raises for each year of contract and unlimited use of daily hires. Affected are 1,500 technicians at CBS-owned stations in seven cities, who had been working without contract since Sept. 30. ■

NBC goes 12 for 12

NBC took week 12 of the prime time season, ended Dec. 13, with a 15.6 rating and a 26 share, according to the Nielsen peoplemeter averages. CBS came in second for week 12 with a 13.6/22. ABC finished up the week with a 12.4/21.

In evening news, it was *CBS Evening News* that took first place, with an 11.6/21. The *NBC Nightly News* came in with a 10.8/19. ABC's *World News Tonight* closed out the week with a 10.5/19.

ABC took the first three days of the prime time week, while NBC took two days, Thursday and Saturday, and CBS took the remaining two, Friday and Sunday.

On Monday, ABC took the evening with a 16.4/25.6, over NBC's 14.9/22.8 and CBS's 14.7/23.2. *Monday Night Football* averaged a 17.3/31 (Nielsen) to rank 15th for the week.

Tuesday's ABC win was with a 19.3/31.6, over NBC's 14.9/24.4 and CBS's 9.6/15.8. The *Barbara Walters Special*, broadcast on ABC at 9-10 p.m., garnered a 21.9/35 (Nielsen). In the same time period, CBS's *Jake and the Fatman* pulled in a 10.3/16, while NBC's *Hunter Special* averaged a 14.6/23 for the hour.

ABC took Wednesday with a 14.7/24.2. NBC came in with a 13.4/22.0 and CBS, which broadcast the *Grammy Lifetime Awards* from 9 to 11 p.m., had an 11.8/19.5.

Thursday went to NBC when the network averaged a 24.6/38.9 for the night. CBS averaged a 12.9/20.6 the same evening, and ABC came up with a 6.8/10.9. The latter network's Thursday move, "Best Defense," averaged a 7.1/12 for its broadcast.

Friday went to CBS's 15.9/27.8 average. NBC and ABC came in neck-and-neck, when the former came up with a 10.9/19.4 average, and the latter had a 10.8/19.2.

NBC's second win for the week was Saturday, when the network averaged a 17.0/30.9, over ABC's 8.6/15.3 and CBS's 6.9/12.3.

CBS took Sunday evening with a 20.9/32.1. NBC came up with a 15.3/23.9 average for the night and ABC brought in a 10.2/16.0.

Nielsen		Net	Show	AGB	
1.	30.0/47	N	Cosby Show	1.	31.6/49
2.	27.9/43	N	Different World	2.	29.7/45
3.	23.5/37	C	60 Minutes	5.	22.6/35
4.	23.1/36	N	Cheers	6.	22.1/35
5.	22.9/36	N	Night Court	10.	20.5/33
6.	21.9/35	A	Barbara Walters Special	13.	19.2/31
7.	21.9/32	C	Murder, She Wrote	4.	22.7/33
8.	21.1/32	A	Growing Pains	7.	21.7/34
9.	21.0/37	N	Golden Girls	3.	24.5/41
10.	20.3/32	A	Who's the Boss?	8.	20.9/33
11.	19.3/30	C	CBS Sunday Movie	12.	20.0/31
12.	18.9/34	N	L.A. Law	23.	17.0/31
13.	17.9/31	C	Grinch Stole Christmas	21.	17.3/30
14.	17.5/27	N	Matlock	18.	17.9/28
15.	17.3/31	A	Monday Night Football	32.	15.6/28
16.	17.3/32	N	Hunter	11.	20.1/37
17.	17.3/26	N	Family Ties	17.	18.1/26
18.	17.2/26	N	ALF	15.	18.3/29
19.	16.9/30	C	Charlie Brown Christmas	34.	15.5/27
20.	16.8/26	C	Night Before Christmas	36.	15.2/24
21.	16.7/30	N	Amen	9.	20.5/35
22.	16.7/26	N	NBC Sunday Movie	24.	16.9/26
23.	16.6/29	C	Knots Landing	25.	16.8/30
24.	16.2/26	C	Frosty the Snowman	30.	15.8/25
25.	16.0/25	A	Hooperman	37.	15.0/24
26.	15.9/24	C	Kate and Allie	26.	16.6/26
27.	15.9/27	C	Dallas	33.	15.5/27
28.	15.8/24	C	Newhart	19.	17.6/28
29.	15.7/28	A	Dynasty	46.	13.7/25
30.	15.7/28	N	227	16.	18.1/31
31.	15.6/24	C	Designing Women	26.	16.6/26
32.	14.6/23	N	Hunter Special	31.	15.6/25
33.	14.3/26	C	Falcon Crest	51.	12.9/24
34.	14.3/22	N	NBC Monday Movie	35.	15.5/25
35.	14.1/23	A	Slap Maxwell Story	43.	14.0/23
36.	14.1/26	N	Facts of Life	20.	17.3/30
37.	14.0/22	N	Miami Vice	45.	13.7/24
38.	14.0/22	N	Highway to Heaven	22.	17.0/27
39.	13.6/25	A	20/20	38.	15.0/28
40.	13.6/21	C	Frank's Place	28.	16.4/26
41.	13.5/21	A	Head of the Class	48.	13.5/21
42.	13.5/23	C	Cagney & Lacey	40.	14.6/27
43.	13.2/21	A	Perfect Strangers	49.	13.4/22
44.	13.2/21	N	St. Elsewhere	29.	15.8/25
45.	13.1/20	C	Simon and Simon	44.	13.8/22
46.	12.9/25	A	Thirtysomething	50.	13.2/25
47.	12.9/23	N	Bronx Zoo	42.	14.1/26
48.	12.6/23	N	Crime Story	53.	12.4/23
49.	12.0/18	A	Dolly	47.	13.5/20
50.	11.6/18	A	MacGyver	55.	11.9/19
51.	11.2/18	N	Mouse, Mystery and Me	41.	14.3/22
52.	10.8/20	N	Private Eye	58.	11.6/21
53.	10.6/17	C	Tour of Duty	59.	11.4/18
54.	10.5/18	A	Mr. Belvedere	54.	12.0/21
55.	10.3/16	C	Jake and the Fatman	63.	10.5/17
56.	10.2/19	C	Law and Harry McGraw	56.	11.7/21
57.	10.1/16	A	Disney Sunday Movie	57.	11.7/18
58.	9.5/17	A	Full House	66.	9.6/17
59.	9.5/16	C	Grammy Lifetime Awards	61.	10.6/18
60.	9.5/16	N	Season to Be Smurfy	52.	12.9/21
61.	9.2/16	A	I Married Dora	67.	8.7/15
62.	8.9/16	A	Ohara	72.	8.1/14
63.	8.8/16	A	Hotel	76.	7.8/14
64.	8.6/14	A	Buck James	62.	10.5/17
65.	8.5/15	A	Pursuit of Happiness	65.	9.9/17
66.	8.3/13	C	Houston Knights	77.	7.7/12
67.	8.2/14	A	Sable	71.	8.1/14
68.	7.8/14	N	Rags to Riches	64.	10.3/18
69.	7.1/12	A	ABC Thursday Movie	75.	7.8/13
70.	6.9/12	C	CBS Saturday Movie	70.	8.2/14
71.	6.8/13	C	West 57th	68.	8.3/15
72.	6.3/10	A	Sledge Hammer!	78.	6.4/10

ation, for excellence in reporting on diabetes. Information: (703) 549-1500.

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington. Information: (201) 428-5400.

February 1988

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar. Roosevelt hotel, New York.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

Feb. 7-9—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. San Diego Marriott, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.

March 1988

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes*. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 6—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York.

March 13-15—First Amendment Congress, organized in 1979 by Jean Otto of Society of Professional Journalists, who is now with *Rocky Mountain News*. Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 13-15—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency hotel, Dallas. Information: (202) 429-5420.

March 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

March 15-16—*American Advertising Federation* spring government affairs conference. Willard hotel, Washington.

March 17-20—*Alpha Epsilon Rho, National Broadcasting Society*, national convention. Sheraton Center, New York.

March 20-24—*National Computer Graphics Association* conference and exposition. Anaheim Convention Center, Anaheim, Calif.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

March 22—13th annual Commendation Awards ceremony, sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 25-26—*Oklahoma Associated Press Broadcasters Association* annual convention. Marriott, Oklahoma City.

April 1988

April 8-10—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

Errata

The international **teleport at Santa Paula, Calif., is owned and operated by Contel ASC,** not by Wold Communications (one of the teleport's full-time users), as reported in Dec. 14 story on satellite coverage of Reagan-Gorbachev summit.

□

It was mistakenly reported in Dec. 14 "In Sync" that all content in Associated Press's new **AP Express,** satellite data service for TV stations, is be controlled by Medialink, New York video transmission company. **AP will control service's news billboard information.**

□

Obituary Nov. 30 of **Franklin Small** should have said he was program director in 1930's at WLWL(AM) New York, not Rockingham, N.C. to which call was later assigned. In Dec. 7 "Fates and Fortunes," **Ann Miller's** previous position was incorrectly listed as news producer at WLSD-TV Chicago. Miller previously worked at KPIX(TV) San Francisco.

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□

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□

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NBC takes Arbitron November sweeps

Comparisons to last year shed little light on effect of peoplemeters on decline in prime time viewing

The Arbitron November sweeps numbers for all the local markets were in last week. To no one's surprise, NBC affiliates fared best, delivering a combined average of 14,855,000 homes in prime time. The CBS affiliates were second in average household delivery, with 13,423,000, followed by the ABC affiliates with 12,751,000. Those figures were based on an NBC analysis of the Arbitron numbers.

However, the year-to-year comparisons of the local November sweeps, which many hoped would show how much of this season's network erosion was due to the peoplemeter, did not clear up the whole picture. Arbitron's local numbers appeared to mirror the declines shown by Nielsen's peoplemeter system for ABC during the sweeps period, but not for CBS or NBC. And last week, no one was sure why.

For NBC, the peoplemeter showed a 4% decline for the network nationally in prime time during the sweep period. However, the local Arbitron sweeps showed NBC affiliates up 2% in households in prime time. CBS and ABC were down about 13% each, according to the Nielsen peoplemeter numbers. While the local numbers from Arbitron appeared to support ABC's big drop, CBS affiliates were off only 5% from a year ago, less than half the drop recorded by Nielsen's peoplemeter during the sweep.

The results appeared to substantiate the network position that the local measurements, based on a sample of 110,000 homes nationwide, would show that at least some of the network erosion this year (10% in rating and 4% in share) was the result of the change of methodologies for measuring the national audience. The local sweeps numbers continue to be derived from meter/diary samples in the top-15 markets (which account for about 40% of all U.S. television homes) and diary samples from the rest.

According to William Rubens, vice president, research, NBC, the local Arbitron numbers appear to indicate that perhaps one-third of the network erosion this year is due to the switch to peoplemeters. The lower numbers, according to the peoplemeter, he said, are probably due to the faster turnover rate and lower cooperation rate that Nielsen has had with its peoplemeter sample.

At deadline last week, Nielsen was still tabulating its local sweeps results, which should be available this week.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. The information is © copyright 1987 by Arbitron Ratings Co. It may not be quoted or reproduced without the prior permission of Arbitron.

	Prime time TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (155)	17	18	**29**
Albany, Ga. (151)	4	—	**58**
Albany-Schenectady-Troy, N.Y. (52)	55	76	**81**
Albuquerque, N.M. (56)	68	47	**75**
Alexandria, La. (160)	5	—	**44**
Alexandria, Minn. (182)	4	**29**	—
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (117)	**34**	23	27
Anniston, Ala. (192)	—	**12**	—
Ardmore-Ada, Okla. (172)	18	**24**	19
Atlanta (12)	169	185	**251**
Augusta, Ga. (102)	37	**42**	33
Austin, Tex. (71)	45	**65**	48
Bakersfield, Calif. (145)	21	24	**29**
Baltimore (22)	131	150	**177**
Bangor, Me. (156)	14	**23**	**23**
Baton Rouge (91)	**52**	51	41
Beaumont-Port Arthur, Tex. (124)	31	38	**43**
Bend, Ore. (207)	—	**5**	**5**
Billings-Hardin, Mont. (164)	11	**16**	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**26**	—	—
Binghamton, N.Y. (132)	11	**40**	20
Birmingham, Ala. (49)	81	42	**122**
Bluefield-Beckley-Oak Hill, W.Va. (141)	20	—	**28**
Boise, Idaho (136)	21	19	**31**
Boston (6)	227	267	**361**
Bowling Green, Ky. (191)	**22**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	20	44	**68**
Buffalo, N.Y. (38)	81	95	**106**
Burlington, Vt.-Plattsburgh, N.Y. (96)	12	**44**	42
Butte, Mont. (189)	7	**11**	7
Casper-Riverton, Wyo. (188)	4	5	**13**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	42	38	**67**
Charleston, S.C. (109)	30	44	**49**
Charleston-Huntington, W.Va. (46)	60	64	**105**
Charlotte, N.C. (31)	78	**115**	58
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	41	45	**57**
Chynne, Wyo.-Scttsblf, Neb.-Strlng, Colo. (183)	—	**15**	—
Chicago (3)	485	351	**503**
Chico-Redding, Calif. (140)	**26**	23	18
Cincinnati (29)	88	113	**130**
Clarksburg-Weston, W.Va. (162)	—	22	**25**
Cleveland (11)	242	201	**254**
Colorado Springs-Pueblo (97)	37	38	**40**
Columbia, S.C. (87)	24	35	**83**
Columbia-Jefferson City, Mo. (152)	15	**28**	27
Columbus, Ga. (118)	**35**	34	20
Columbus, Ohio (33)	92	117	**143**
Columbus-Tupelo, Miss. (133)	8	27	**51**
Corpus Christi, Tex. (120)	**33**	27	31
Dallas-Fort Worth (8)	228	**238**	227
Davenport, Iowa-Rock Island-Moline, Ill. (77)	44	48	**64**
Dayton, Ohio (48)	62	**90**	74
Denver (19)	152	120	**161**
Des Moines (66)	45	65	**68**
Detroit (7)	246	248	**358**
Dothan, Ala. (157)	10	**40**	—
Duluth, Minn.-Superior, Wis. (122)	25	26	**35**
El Centro, Calif.-Yuma, Ariz. (181)	—	5	**9**
El Paso (104)	31	29	**43**
Elmira, N.Y. (165)	9	—	**15**
Erie, Pa. (143)	20	19	**37**
Eugene, Ore. (137)	24	**30**	19
Eureka, Calif. (186)	—	7	**9**
Evansville, Ind. (90)	41	35	**43**
Fargo, N.D. (107)	26	28	**34**
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (59)	71	35	**93**
Florence, S.C. (130)	20	**50**	—
Fort Myers-Naples, Fla. (98)	18	**39**	**39**
Fort Smith, Ark. (148)	19	**31**	19
Fort Wayne, Ind. (99)	36	38	**39**
Fresno-Visalia, Calif. (63)	49	51	**58**
Gainesville, Fla. (166)	**16**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction-Durango, Colo. (176)	7	**13**	11
Grand Rapids-Kalamzaoo-Battle Creek, Mich. (39)	75	73	**92**
Great Falls, Mont. (177)	**10**	9	5
Green Bay-Appleton, Wis. (68)	55	56	**66**
Greensboro-Winston Salem-High Point, N.C. (50)	61	84	**86**
Greenville-New Bern-Washington, N.C. (95)	27	45	**60**
Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	78	94	**133**
Greenwood-Greenville, Miss. (168)	**23**	14	—
Hagerstown, Md. (195)	—	—	**16**
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	49	67	**113**
Harrisonburg, Va. (200)	**16**	—	—
Hartford-New Haven, Conn. (23)	108	**173**	95
Helena, Mont. (209)	—	—	**5**
Houston (10)	**219**	173	209

ADI (rank)	**Prime time TSA households (000)**		
	ABC	**CBS**	**NBC**
Huntsville-Decatur-Florence, Ala. (89)	42	48	**52**
Idaho Falls-Pocatello (159)	12	16	**19**
Indianapolis (24)	106	131	**142**
Jackson, Miss. (82)	26	58	**76**
Jackson, Tenn. (180)	**24**	—	—
Jacksonville, Fla. (57)	45	**88**	57
Johnstown-Altoona, Pa. (85)	—	46	**79**
Jonesboro, Ark. (174)	**27**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	27	**29**	**29**
Kansas City (28)	93	117	**141**
Knoxville, Tenn. (61)	57	**81**	50
La Crosse-Eau Claire, Wis. (134)	18	25	**36**
Lafayette, Ind. (193)	—	**9**	—
Lafayette, La. (112)	38	**59**	—
Lake Charles, La. (170)	—	—	**41**
Lansing, Mich. (105)	—	**52**	48
Laredo, Tex. (199)	4	3	**5**
Las Vegas (94)	24	36	**46**
Laurel-Hattiesburg, Miss. (161)	—	6	**29**
Lexington, Ky. (76)	37	**64**	50
Lima, Ohio (196)	—	—	**1**
Lincoln-Hastings-Kearney, Neb. (92)	20	**47**	16
Little Rock, Ark. (55)	66	67	**82**
Los Angeles (2)	534	504	**654**
Louisville, Ky. (47)	53	86	**100**
Lubbock, Tex. (149)	15	21	**24**
Macon, Ga. (134)	18	**42**	19
Madison, Wis. (106)	33	**41**	40
Mankato, Minn. (208)	—	**14**	—
Marquette, Mich. (184)	—	**18**	—
McAllen-Brownsville, Tex. (115)	**26**	25	23
Medford, Ore. (153)	10	18	**30**
Memphis (41)	61	101	**139**
Meridian, Miss. (175)	**19**	9	5
Miami (16)	139	152	**184**
Milwaukee (30)	89	94	**131**
Minneapolis-St. Paul (13)	136	**168**	165
Minot-Bismarck-Dickinson, N.D. (146)	7	22	**33**
Missoula-Butte, Mont. (173)	17	11	**18**
Mobile, Ala.-Pensacola, Fla. (58)	50	**84**	78
Monroe, La.-El Dorado, Ark. (116)	13	**53**	29
Montgomery-Selma, Ala. (101)	13	33	**68**
Nashville (32)	79	129	**138**
New Orleans (34)	85	**128**	118
New York (1)	790	887	**1,082**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (43)	66	81	**94**
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (143)	**24**	22	23
Oklahoma City (37)	77	103	**112**
Omaha (70)	55	50	**66**
Orlando-Daytona Beach-Melbourne, Fla. (27)	106	118	**157**
Ottumwa, Iowa-Kirksville, Mo. (204)	**17**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	31	**66**	60
Palm Springs, Calif. (178)	7	—	**9**
Panama City, Fla. (171)	14	—	**27**
Parkersburg, W.Va. (198)	—	—	**11**
Peoria-Bloomington, Ill. (110)	30	29	**41**
Philadelphia (4)	431	402	**471**
Phoenix (21)	111	136	**141**
Pittsburgh (17)	208	**212**	183
Portland, Ore. (26)	85	101	**108**
Portland-Poland Spring, Me. (69)	46	37	**57**
Presque Isle, Me. (203)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (44)	75	76	**116**
Quincy, Ill.-Hannibal, Mo. (154)	—	25	**28**
Raleigh-Durham, N.C. (35)	84	**92**	53
Rapid City, S.D. (167)	**20**	—	15
Reno (121)	**24**	20	23
Richmond, Va. (62)	60	**74**	**74**
Roanoke-Lynchburg, Va. (73)	36	**66**	64
Rochester-Austin, Minn.-Mason City, Iowa (147)	20	17	**29**
Rochester, N.Y. (72)	44	51	**64**
Rockford, Ill. (114)	23	29	**33**
Roswell, N.M. (194)	—	**13**	—
Sacramento-Stockton, Calif. (20)	101	123	**159**
St. Joseph, Mo. (187)	**13**	—	—
St. Louis (18)	125	165	**225**
Salinas-Monterey-San Jose, Calif. (111)	36	22	**41**
Salisbury, Md. (162)	14	**24**	15
Salt Lake City (40)	84	80	**100**
San Angelo, Tex. (189)	—	**13**	—
San Antonio, Tex. (42)	74	92	**109**
San Diego (25)	82	**106**	96
San Francisco (5)	238	253	**299**
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	24	**25**	20
Savannah, Ga. (103)	19	**46**	39
Seattle-Tacoma (15)	145	125	**183**
Shreveport, La.-Texarkana, Tex. (64)	61	69	**72**
Sioux City, Iowa (125)	28	10	**35**
Sioux Falls-Mitchell, S.D. (100)	38	**53**	25
South Bend-Elkhart, Ind. (84)	33	45	**56**
Spokane, Wash. (79)	41	42	**51**
Springfield, Mass. (108)	28	—	**51**
Springfield, Mo. (81)	20	48	**66**
Springfield-Decatur-Champaign, Ill. (74)	39	49	**63**
Syracuse, N.Y. (67)	43	63	**70**
Tallahassee, Fla.-Thomasville, Ga. (126)	12	**52**	11
Tampa-St.Petersburg (14)	169	193	**215**
Terre Haute, Ind. (129)	10	30	**36**
Toledo, Ohio (65)	42	67	**84**
Topeka, Kan. (142)	12	**24**	**24**
Traverse City-Cadillac, Mich. (138)	14	**37**	36
Tucson, Ariz. (83)	40	36	**47**
Tulsa, Okla. (54)	**84**	81	81
Tuscaloosa, Ala. (185)	—	**9**	—
Twin Falls, Idaho (202)	—	**8**	2
Tyler-Longview, Tex. (123)	**45**	8	15
Utica, N.Y. (158)	11	—	**25**
Victoria, Tex. (206)	5	—	**9**
Waco-Temple, Tex. (93)	19	**42**	38
Washington (9)	213	215	**226**
Watertown-Carthage, N.Y. (169)	—	**20**	—
Wausau-Rhinelander, Wis. (128)	27	**37**	12
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	47	32	**85**
Wheeling, W.Va.-Steubenville, Ohio (139)	—	**40**	39
Wichita-Hutchinson, Kan. (60)	48	66	**67**
Wichita Falls, Tex.-Lawton, Okla. (130)	22	25	**27**
Wilkes Barre-Scranton, Pa. (51)	71	69	**97**
Wilmington, N.C. (150)	23	8	**62**
Yakima, Wash. (127)	19	**28**	24
Youngstown, Ohio (88)	37	49	**56**
Zanesville, Ohio (201)	—	—	**11**

Nielsen says study backs up peoplemeters

Company claims telephone survey supports data for children's programing produced by new system

A.C. Nielsen Co. has conducted a telephone coincidental survey that company officials say tentatively substantiates the lower ratings for children's programing recorded by peoplemeters this season. Ratings for children's programing have decreased by as much as 40% since the new season began.

Broadcasters have claimed that the sharp declines are the result of the switch to peoplemeters and the frequent failure of children to log in on the meters when watching television.

However, at a workshop sponsored by the Advertising Research Foundation in New York, Nielsen vice president, Ceril Shagrin, said preliminary results of the recent telephone survey, conducted over five weeks, beginning last Oct. 21, were within 5% of peoplemeter estimates of child viewers. Telephone coincidentals are usually accepted as the most accurate research tool for measuring viewing.

Shagrin said last week that not all of the survey data was in, but that based on the early returns, the company estimated it would show 407 viewing children, ages 2-5, per thousand homes with children. That is within 2% of the comparable peoplemeter estimate for the same period. For children ages 6-11, said Shagrin, the viewing levels reported by the survey and the peoplemeter were only one-half of one percentage point apart.

According to Shagrin, the survey "goes a long way in validating the peoplemeter" ratings for children this season.

However, some questions were raised by network sources about Nielsen's survey methodology. One source said Nielsen phone surveyors in some cases talked to children directly without validation from a parent, thus tainting the survey. The decline of the children's audience has been a major issue in the transition to peoplemeters. CBS's Saturday morning ratings are down 15% season to date. However, in negotiations with advertisers, it was agreed that a 20% fall-off, called the "peoplemeter factor," would be acceptable without advertising make-goods kicking in.

NBC's Saturday morning schedule has

tion (BMPED870115IA) granted for Mod of CP (BPED811127AC) to change HAAT: 381 m. H&V and antenna height above ground: 14.6 meters.

- Boulder, CO, KGNU, 88.5 mhz—871202-Application (BPED870902IA) granted for CP to change TL: 0.39 mi. N of S Boulder Rd and 1 mi. W of Colorado and Southern Railroad, Lafayette, CO 39 59 33N 105 09 16W.

- Pueblo, CO, KTSC-FM, 89.5 mhz—871207-Application (BPED860721ID) granted for CP to change ERP: 8 kw H&V.

- Waterbury, CT, WIOF, 104.1 mhz—871203-Application (BPH870821IA) granted for CP to change TL: 60 meters due S of WIOF present site; change HAAT: 257 meters H&V. 41 33 41N 72 50 39W.

- Arkansas City, KS, KWKL, 106.5 mhz—871130-Application (BMPH870226IB) granted for Mod of CP (BPH860606IB) to change HAAT: 389.7 m. H&V.

- Henderson, KY, WKDQ-FM, 99.5 mhz—871202-Application (BPH870302OB) granted for CP to change TL: NW side of Green River Rd, 0.7 mi. SW of intersection with State Hwy 414, near Henderson, KY; change HAAT: 985' H&V and make changes in ant sys. 37 52 57N 87 32 27W.

- Richmond, KY, WMCQ-FM, 101.7 mhz—871201-Application (BPH870717IA) granted for CP to make changes TL: N 3rd St., Rte 389, behind Daniel Boone school (within city limits); change HAAT: 95.35 m. H&V. 37 45 30N 84 17 36W.

- Pittsburg, KS, KKOW-FM, 96.9 mhz—871207-Application (BPH870224IX) granted for CP to make changes TL: 2 mi. E and 2 mi. S of town, Mindenmies, MO; change HAAT: 303 m. H&V 37 27 02N 94 33 26W.

- Pittsfield, MA, WBEC-FM, 105.5 mhz—871207-Application (BPH870318IE) granted for CP to change ERP: 0.95 kw H&V.

- Zeeland, MI, WJQK, 99.3 mhz—871130-Application (BPH870326IB) granted for CP to change ERP: 2.5 kw H&V.

- Kirksville, MO, KRXL, 94.5 mhz—871130-Application (BMPH870209IB) granted for Mod of CP to change TL: 5.5 mi. N of Knox City on SR V, near Knox City, MO; change HAAT: 299 m. H&V and make changes in antenna system. 40 13 32N 92 00 54W.

- Rolla, MO, KMNR, 89.7 mhz—871202-Application (BPED870317KF) granted for CP to make changes. Change ERP: 0.449 kw H&V; change HAAT: 98.9 m. H&V; change TL: 1008 N Elm, Rolla, MO. 37 57 07N 91 46 12W.

- St. Louis, KMJM, 107.7 mhz—871207-Application (BMPH870213IF) granted for Mod of CP to change TL: Mackenzie Rd and Hedge Ave., near Shresbury, MO and make changes in ant sys. 38 34 24N 90 19 30W.

- Lincoln, NE, KLDZ, 95.3 mhz—871203-Application (BPH870629IB) granted for CP to make changes. Change freq: 95.1 mhz; ERP: 50 kw H&V; HAAT: 122 m. H&V; TL: 4100 Industrial Ave, Lincoln, NE; CLASS: C2. 40 51 10N 96 40 36W.

- Albany, NY, WGNA, 107.7 mhz—871202-Application (BPH870302OF) granted for CP to change ERP: 12.5 kw H&V.

- Duncan, OK, KRHD-FM, 102.3 mhz—871207-Application (BPH870924IE) granted for CP to change HAAT: 100 m. H&V.

- Healdton, OK, KTYX, 105.5 mhz—871202-Application (BPH870728ID) returned for CP to change freq: 105.7 mhz (Per RM-5602); change TL: Section Line Rd, 1.45 km N of Oswalt, 26 km SE of Healdton, Oswalt, OK; change ERP: 33 kw H&V; change HAAT: 182.9 m. H&V. 34 02 27N 97 20 00W.

- Owasso, OK, KVLT-FM, 106.1 mhz—871202-Application (BMPH870410IB) granted for Mod of CP to correct coordinates: 36 31 36N 95 39 12W; change height of antenna center of radiation above ground level and above mean sea level.

- Lake Oswego, OR, KMJK, 106.7 mhz—871201-Application (BPH870302OK) granted for CP to change HAAT: 997 m. H&V.

- Philadelphia, WPEB, 88.1 mhz—871203-Application (BPED871102IH) granted for CP to change TL: 4601 Market St., Philadelphia, 39 57 33N 75 12 54W.

- Block Island, RI, WITQ-FM, 99.3 mhz—871207-Application (BMPH870625IC) granted for Mod of CP to change TL: At Block Island Power Co, New Shoreham, RI and make changes in ant sys. 41 10 30N 71 34 10W.

- Hilton Head Island, SC, WIJY, 105.5 mhz—871203-Application (BMPH870616IA) granted for Mod of CP to make changes TL: 1.25 mi. SW of Buckingham Landing, SC; change ERP: 2.52 kw H&V; change HAAT: 109 m. H&V. 32 13 17N 80 49 05W.

- Fort Worth, TX, KOJO, 94.1 mhz—871203-Application (BMPH860917IG) granted for Mod of CP (BPH850621IE) to change overall height above ground level: 183 m.

- Kerrville, TX, KRVL, 94.3 mhz—871203-Application (BMPH870327IK) granted for Mod of CP (BPH860108IA) to make changes TL: 0.75 mi. NW of Goat Creek Rd and SH #27 Junction, Kerrville, TX; change HAAT: 2.13 m H&V. 30 04 14N 99 11 07W.

- Robstown, TX, KROB-FM, 99.9 mhz—871130-Application (BPH870326IC) granted for CP to make changes TL: about ½ mi. W of South Violet Rd, near Corpus Christi, 3 mi. S of Violet, TX; change HAAT: 953.5 ft. H&V 27 44 28N 97 36 08W.

- Bountiful, UT, KLZX, 99.5 mhz—871203-Application (BMPH870930IC) granted for Mod of CP (BPH821118AC as mod) to change TL: Mt. Vision, Oquirrh Mountain Range, 18 mi. SW of Salt Lake City; change ERP: 38.7 kw H&V; change HAAT: 900 m. H&V 40 36 29N 112 09 33W.

- Centerville, UT, KCGL, 105.5 mhz—871204-Application (BPH871005ID) granted for CP to change freq: 105.7 mhz (Per Docket #86-448); change ERP: 13.5 kw H&V; change to Class C2.

TV's

- Kokomo, IN, WTTK, ch. 29—871130-Application (BMPCT871009KF) granted for Mod of CP to change ANT: Dielectric Communications TFU-25JDA "PEANUT"; TL: 0.37 mi. NE of intersection of SR 213 with Township Rd North 200. 40 20 20N 85 57 15W.

- Brainerd, MN, KAWB, ch. 22—871130-Application (BMPET871014KE) granted for Mod of CP to change the ERP vis.: 212 kw; HAAT: 227.1 m., 745 ft.

- Las Vegas, KREB-TV, ch. 15—871203-Application (BMPCT870928KR) denied for Mod of CP (BPCT831219KQ) to extend completion date.

- Jamestown, NY, WNOD, ch. 26—871124-Application (BMPCT870504KE) granted for Mod of CP to change ERP vis.: 715 kw; HAAT: 182 m.; ANT: Bogner DUI-18A.

- Irving, TX, KLTJ, ch. 49—871130-Application (BMPCT870921KK) granted for Mod of CP (BPCT840710KK) to change ERP vis.: 5000 kw/Horizontal Pol; 1081 kw/Vertical Pol; HAAT: 311 m.; ANT; SWR, Inc TM-30DA; TL: 0.8 km S of Oak Island, Chambers Co, TX. 29 38 47N 94 40 33W.

- Ladysmith, WI, WWIB, 103.7 mhz—871207-Application (BPH870225IC) granted for CP to change HAAT: 326.8 m. H&V; major environmental action as defined under Sec. 1.1305.

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	*Sought by*
	New TV's
KADY-TV	KTIE P.Z. Entertainment Partnership, Oxnard, CA
	Existing AM's
KVFW	KINC Valu-Broadcasting, Inc., Winfield, KS
WPOG	WALD Gresham Communications of Walterboro, Inc., Walterboro, SC
	Existing FM's
KKZX	KQSP Inland Empire Bcg, Inc., Spokane, WA
KXXR	KLTY Scout Bcg Corp., Liberty, MO

Grants

Call	*Sought by*
	New AM
WBCQ	Nancy Reilly, Quakertown, PA
	New FM's
KTGK	Let's Talk Radio, Crescent North, CA
KMRJ	Marilyn J. Johnson, Ukiah, CA
WMQA	Mr. Robert G. Kerrigan, Mexico Beach, FL
WMQZ	Maranatha Bcg, Inc., Allen, KY
WHBK	Hometown Bcg of Lancasters, Inc., Lancasters, KY
KEDS	Education Committee of Calvary Chapel, Las Vegas
WPTC	WSKG Public Telecommunications Council, Ithaca, NY
WIGL	Eagle of Orangeburg, Inc., Orangeburg, SC
KVOL-FM	Marvin G. Schwartz, Big Lake, TX
KSMP	Sudduth Media Co., Paris, TX
WBNN	Bennco, Inc., Vienna, WV
	New TV's
KHIU	Davilo Bcg, Hilo, HI
WLSY	Life Style Bcg, Inc., Daytona Beach, FL
KFWD	Interspan Communications, a Cal. Ltd Partnership, Ft. Worth, TX
	Existing AM's
KTNT	KANC Anita L. Levine, Frazier Park, CA
KMDK	KPPL Huttner Bcg Co., Denver
WPLV	WZZZ Radio Valley, Inc., West Point, GA
KMTW	KRAM Southern Nevada Radio, Inc., Las Vegas
	Existing FM's
KAMM	KZAY Grapevine Radio, Inc., Delano, CA
WVAE	WNTM Fritz Bcg, Inc., Detroit
WKCP	WQDW Coastal Carolina Bcg, Kinston, NC
WEAY	WMJW Frank & Maley, Inc., Nanticoke, PA
KJKC	KITE JKC Communications of Texas, Inc., Portland, TX
WMGU	WIGL Altcom of Wisconsin, Inc., Stevens Point, WI
	Existing TV
WAYQ	WLSY Life Style Bcg, Inc., Daytona Beach, FL

Notes: Pursuant to the request of Prunedale Education Association, Prunedale, CA, grant of the call sign change of FM station KFMP to KCLM has been set aside. Call sign KFMP remains assigned.

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57th Year 1987

FIRST AMENDMENT TRIUMPH

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Fairness revival fails at the finish...page 31.

Where things: stood '87, stand '88...page 33.

The independent marketplace: INTV 1987...page 39.

FAIRNESS FALLS AGAIN □ Not wanting to risk White House veto, congressional proponents of reinstating fairness doctrine opt out of including it in spending bill. **PAGE 31.**

WHAT 1987 WROUGHT, 1988 PROSPECTS □ Although in many respects, 1987 was a disappointing year for broadcast television networks and syndicators, cable television passed 50% penetration and radio's sales revenues grew 4.3%. All in all, it was year of change for everyone, with more expected in 1988. **PAGE 33.**

INDEPENDENT PREPARATION □ Association of Independent Television Stations gets set for its annual convention Jan. 6-9 in Los Angeles, at which time a new logo will be unveiled (see page 37). Convention advance, agenda and list of exhibitors begin on **PAGE 39.**

PULLING RANK □ Half of top 50 markets change positions in Nielsen's and Arbitron's new rankings for their respective TV markets. **PAGE 50.**

HIGH HOPES ON HOLD □ Noncommercial KEEF-TV Los Angeles's plans for serving minority viewers and developing two-way data transmission service seemed all but dashed last week. FCC has removed station from air, charges of armed takeover have been made in battle for its control, and KEEF-TV has been threatened with eviction from its studios and repossession of its equipment. **PAGE 52.**

RECORD YEAR □ Industry executives say 1987 will be remembered as year of record changes in television rep business. **PAGE 60.**

HOLIDAY LEFTOVERS □ When Congress returns Jan. 25 for second session of 100th Congress, full agenda of communications issues is expected to be brought up or revived, including copyright, TVRO's, fairness, must carry, Cable Act and crossownership. **PAGE 62.**

UNDER PAR □ Study published by Gannett Center for Media Studies shows that media litigants in Supreme Court lose more often than does general population of litigants. **PAGE 63.**

HSN'S SKY BUY □ Home Shopping Network Inc. buys one of its cable shopping competitors—Jones Intercable's Sky Merchant. **PAGE 67.**

FOR LOVE OF RADIO □ Ed Christian decided he wanted to be in radio when he was nine. Thirty-four years and eight stations later, he has a reputation as one of radio's most knowledgeable owners, heading Detroit-based Saga Communications. **PAGE 87.**

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Week 13 lucky for NBC

Nielsen		Net	Show		AGB
1.	29.3/46	N	Cosby Show	1.	29.3/45
2.	26.9/42	N	Different World	2.	27.5/43
3.	25.5/40	N	Cheers	3.	25.2/39
4.	25./40	N	Night Court	5.	23.3/36
5.	22./40	N	Golden Girls	4.	23.9/40
6.	21.9/37	A	Monday Night Football	11.	19.9/34
7.	21.1/31	N	ALF	6.	21.8/32
8.	19.9/34	C	60 Minutes	7.	20.2/33
9.	19.8/34	N	L.A. Law	14.	19.3/33
10.	19.2/30	C	CBS Sunday Movie	8.	20./31
11.	18.8/28	A	Moonlighting	25.	17./26
12.	18.4/34	N	Bob Hope Special	16.	19.2/33
13.	18.2/26	A	Growing Pains	13.	19.4/28
14.	18./34	N	Amen	9.	19.9/34
15.	17.7/27	C	Candid Camera Christmas	10.	19.9/31
16.	17.4/26	C	Rudolph the Reindeer	19.	18.3/27
17.	17.2/26	A	Who's the Boss?	12.	19.5/29
18.	17./27	N	Family Ties	15.	19.2/29
19.	17./25	N	Matlock	21.	17.9/26
20.	16.6/26	C	Murder, She Wrote	18.	18.3/28
21.	16.6/24	C	Newhart	23.	17.8/26
22.	16.6/24	C	Designing Women	20.	18.2/27
23.	16.4/25	N	My Two Dads	24.	17.7/26
24.	16.1/25	A	Muppet Family Christmas	42.	13.4/22
25.	15.7/25	N	Family Ties Special	17.	18.4/30
26.	15.3/26	C	Knots Landing	35.	14.5/24
27.	15.3/22	C	Kate and Allie	31.	15.2/23
28.	15.1/24	C	12th Circus of the Stars	22.	17.8/29
29.	14.9/26	N	St. Elsewhere	44.	13.1/23
30.	14.8/22	N	Motown Merry Christmas	37.	14.5/21
31.	14.7/25	C	Dallas	33.	15./25
32.	14.6/23	A	Julie Andrews Christmas	30.	15.5/24
33.	14.5/25	A	20/20	28.	16.2/27
34.	14.5/24	N	Secrets Women Never	39.	13.8/23
35.	14.5/23	N	NBC Sunday Movie	26.	16.6/26
36.	14.5/23	N	Valerie's Family Special	27.	16.3/26
37.	14.1/21	A	Dolly	36.	14.5/22
38.	13.9/24	N	NBC Friday Movie Special	38.	14.2/24
39.	13.7/27	N	Jack Paar is Alive and Well	32.	15.1/28
40.	13.5/20	N	J.J. Starbuck	34.	14.9/23
41.	13.4/24	C	Equalizer	29.	15.6/27
42.	13.3/23	N	Crime Story	46.	12.8/23
43.	12.9/20	N	Year in the Life	59.	10.4/16
44.	12.8/18	C	Frank's Place	45.	13./19
45.	12.6/22	C	Falcon Crest	40.	13.5/22
46.	12.5/22	A	Thirtysomething	50.	11.6/20
47.	12.4/22	C	Beauty and the Beast	52.	11.4/20
48.	12.1/21	A	Christmas Memory	47.	12.2/21
49.	12.1/20	C	Cagney and Lacey	41.	13.5/23
50.	11.7/19	C	Simon and Simon	43.	13.2/20
51.	11.4/20	A	Disney Sunday Movie	56.	10.9/18
52.	11.3/19	A	Mr. Belvedere	49.	11.9/20
53.	10.7/18	A	Buck James	55.	11./17
54.	10.7/17	C	Tour of Duty	51.	11.5/18
55.	10.6/16	A	MacGyver	63.	9.4/14
56.	10.2/18	A	I Married Dora	58.	10.6/19
57.	10.2/16	C	Oldest Rookie	57.	10.6/17
58.	10.2/16	A	Spenser: For Hire	61.	9.8/15
59.	9.8/19	A	Hotel	54.	11.2/21
60.	9.8/18	A	Full House	53.	11.3/20
61.	9.1/15	A	Pursuit of Happiness	60.	10.3/17
62.	9./15	N	Rags to Riches	48.	12.2/20
63.	8.2/13	A	ABC Thursday Movie	62.	9.5/15
64.	7.1/11	A	Sledge Hammer!	67.	8.1/13
65.	7./13	C	CBS Saturday Movie	68.	7.8/13
66.	6.7/12	A	Ohara	69.	7.3/13
67.	6.4/10	A	Charmings	66.	8.2/13
68.	6.3/12	C	West 57th	64.	9.2/17
69.	6.3/12	A	Sable	65.	8.3/14

judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would take shackles off BOC's.

□

■ **Direct broadcast satellites.** High-power DBS, which would use Ku-band spectrum set aside for it, has foundered in U.S. because of high start-up costs and programing dearth. But European governments have gone ahead with system launchings. Seemingly hitchless Arianespace launch of TV-Sat 1, first in French-West German DBS series, took place Nov. 20 (BROADCASTING, Nov. 30), but four-channel bird may now be beyond help. German Information Office in New York said last week that latest reports from Germany include problems in addition to still undeployed solar array. That problem had German postal and telecommunications service, administrators of bird, resigned to operating only two of four transponders. Now it appears that incomplete deployment of antenna, if uncorrected, means no operations at all. "The antenna has not been extended full length," said information office's Jeorg Merkel. Builders of bird plan to use engine burns to "shake the satellite" sometime in February. Apparently much fuel has already been used in emergency orbital maneuvers.

Low power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites has emerged from home satellite market. It got start in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

Despite costly failure of Comsat's high-power DBS plans, Hubbard Broadcasting's United States Satellite Broadcasting and Hughes Communications are still trying to launch systems in U.S. Hughes is trying to rally support of cable programers around concept.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to

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they must not undermine worthy or needy causes.

If ever there was a lucrative industry that does not carry its fair share it is broadcasting. Witness the occupied spectrum—comparable to nationally owned real estate—for which the broadcaster pays no rent. And note the hundreds of million dollar price tags at which stations change ownership, plus their ever increasing stock values. Are these not indicative of handsome profitability and an ability to pay modest taxes without serious consequence?—*John B. Bullock, RCA Broadcast Systems, retired, Vincentown, N.J.*

Sports fan

EDITOR: Seven years ago I was operations manager at KULF(AM) Houston and after researching and searching for an answer to the question "How can an AM compete effectively in a major market...particularly after 7 p.m.?" we launched "Sportsradio." From 7 p.m. until midnight we aired "The Anita Martini Show," a locally originated sports talk show. From midnight to 5 a.m. we carried an ill-fated network sports talk show (I can't remember the name). Many of my contemporaries must have thought the concept was half-baked, however, the audience and client reaction was extremely favorable.

It is gratifying to see that concept finally gaining more acceptance. With the success of WFAN(AM) New York and now the format change by WIP(AM) Philadelphia, I believe broadcasters are finally seeing the light of day about what it takes to make our AM stations profitable...imagination and courage.

Best wishes to WIP.—*John C. Long, general manager, WELO(AM)-WZLQ(FM) Tupelo, Miss.*

Lampley no new hire

EDITOR: Contrary to the Dec. 7 article on *CBS This Morning*, Jim Lampley was not "hired from the outside"—and is very much part of CBS.

Since September 1987, Jim has been sports director of KCBS-TV, the CBS-owned station in Los Angeles. In that role, he handles sports duties on four daily news broadcasts, anchors a Sunday late evening sports wrap-up program and hosts numerous station specials on local teams and events. In addition, he's been doing play-by-play all season on CBS Sports NFL games, and will have a role in the network's NBA coverage.

If that's not enough, Jim continues hosting a daily two-hour program on WFAN(AM) New York sports radio, which he began last summer before joining CBS.

Since we at KCBS-TV are proud that *CBS This Morning* found such talent in-house, we'd appreciate the correction. And if you're wondering how Jim manages to keep up such an impressive schedule...we think he's actually triplets.—*Andi Sporkin, director, press information, KCBS-TV Los Angeles.*

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The Media

U.S. according to Nielsen and Arbitron

Half of 50 biggest markets change positions in latest Nielsen and Arbitron lists

Nielsen and Arbitron have published new rankings for their respective television markets (effective January 1988) and, in the top 50 markets for both services, about half the markets changed positions. However, only one market fell out of the top 50 Nielsen's Charleston-Huntington, W.Va., fell from 49th to 51st. It was replaced in the top 50 by Greensboro-High Point-Winston Salem, N.C., which was 50th, up a notch from last year. No markets were displaced from Arbitron's top 50. However, two markets were deleted, reducing the total number of Arbitron markets to 212. (Sarasota, Fla., was merged into Tampa-St. Petersburg, and Farmington, N.M., was merged into Albuquerque). The total number of Nielsen markets remains at 209.

In the top 10 markets, there was one change on the Nielsen side. Houston climbed a nitch to 10th, knocking Cleveland down to 11th. As a result, both Nielsen and Arbitron have identical rankings for the top 12 markets: New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston, Detroit, Dallas-Fort Worth, Washington, Houston, Cleveland and Atlanta.

Nielsen's Pittsburgh dropped four notches to 17th and was replaced by Tampa-St. Petersburg, which climbed from 14th to 13th. Seattle-Tacoma climbed a notch to 14th, and Minneapolis-St. Paul rose two positions to 15th. Rounding out Nielsen's top 20: Miami-Fort Lauderdale remains 16th; Pittsburgh falls to 17th; St. Louis and Denver remain in place at, respectively, 18th and 19th, and Phoenix moved up a notch to 20th.

Arbitron has ranked Minneapolis-St. Paul 13th, up two slots, followed by Tampa-St. Petersburg, up three slots to 14th; Seattle-Tacoma up a notch to 15th, and Miami, down two positions to 16th. Pittsburgh also slipped four places to 17th by Arbitron's count, while the last three top 20 Arbitron markets remained the same: St. Louis (18), Denver (19), and Sacramento-Stockton, Calif. (20).

Nielsen's Sacramento-Stockton fell a slot to 21st, followed by Baltimore, Indianapolis and Hartford-New Haven, Conn., which remained 22d, 23d, and 24th, respectively. San Diego was up one slot to 25th, exchanging positions with Portland, Ore. (26th). The next two markets remained the same on the Nielsen list: Orlando-Daytona Beach-Melbourne, Fla. (27th) and Kansas City, Mo. (28th). Cincinnati and Milwaukee continued their see-saw battle, with Cincinnati climbing to 29th, displacing Milwaukee (30th). According to Arbitron, Phoenix rose a notch to 21st, switching places with Baltimore (22d). The next five Arbitron markets remained in place: Hartford-New Haven, Conn. (23), Indianapolis (24), San Diego (25), Portland, Ore. (26), and Orlando-Daytona Beach-Melbourne, Fla. (27). Rounding out Arbitron's top 30, Kansas City was 28th, displacing Cincinnati, 29th, while Milwaukee remained 30th. According to Nielsen, markets 31-34 remained the same: Nashville (31), Charlotte, N.C. (32), New Orleans (33) and Greenville-Spartansburg-Ashville, N.C. (34). Columbus, Ohio, was 35th, up two slots, followed by Raleigh-Durham, N.C., at 36th (up two) and Oklahoma City, down a notch to 37th. Grand Rapids-Kalamazoo-Battle Creek, Mich., was up two to 38th, and Buffalo, N.Y., was down four slots to 39th. Birmingham, Ala., was down one to 40th.

Arbitron ranked Charlotte, N.C., 31st, off one position, switching places with 32d-ranked Nashville. Columbus, Ohio, was ranked 33d, switching places with New Orleans. Raleigh-Durham, N.C., remained 35th and Greenville-Spartanburg-Ashville, N.C., was 36th, up two, while Oklahoma City remained 37th. Buffalo was down two to 38th, Grand Rapids-Kalamazoo-Battle Creek was up a notch to 39th, and Salt Lake City was up one position to 40th.

Nielsen said Memphis was up two slots to 41st, and Salt Lake City was down one notch to 42d. San Antonio, Tex., was down one slot to 43d, and Providence, R.I.-New Bedford, Mass., was down two slots to 44th. Norfolk-Portsmouth-Newport News was up one notch to 45th, switching with Harrisburg-Lancaster-Lebanon-York, Pa., 46th. Wilkes Barre-Scranton, Pa., was even at 47th, and Louisville, Ky,., remained 48th, while Dayton, Ohio, rose a notch to 49th. Greensboro-High Point-Winston Salem, N.C., broke into the Nielsen's top 50 at 50th.

Arbitron reports Memphis dropping two places to 41st, while San Antonio, Tex., gained two places at 42d. Norfolk-Portsmouth-Newport News-Hampton, Va., is ranked 43d, up three places, while Providence, R.I.-New Bedford, Mass.,is down two to 44th. Harrisburg- York-Lancaster-Lebanon, Pa., remains 45th, while Charleston-Huntington, W.Va., climbed a notch to 46th. Louisville gained two slots to 47th, while Dayton remained 48th and Birmingham, Ala., fell six places to 49th. Greensboro-Winston Salem-High Point remained 50th.

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Nielsen

'87-88	*'86-87*	*market*	*TV households*
1	1	New York	6,878,100
2	2	Los Angeles	4,652,700
3	3	Chicago	3,077,150
4	4	Philadelphia	2,579,340
5	5	San Francisco-Oakland	2,143,990
6	6	Boston	2,065,130
7	7	Detroit	1,679,940
8	8	Dallas-Ft. Worth	1,645,980
9	9	Washington	1,611,630
10	11	Houston	1,449,610
11	10	Cleveland-Akron	1,446,960
12	12	Atlanta	1,263,120
13	14	Tampa-St. Petersburg	1,229,570
14	15	Seattle-Tacoma	1,225,010
15	17	Minneapolis-St. Paul	1,213,140
16	16	Miami-Ft. Lauderdale	1,200,520
17	13	Pittsburgh	1,180,580
18	18	St. Louis	1,060,370
19	19	Denver	1,007,950
20	21	Phoenix-Flagstaff	938,830
21	20	Sacramento-Stockton, Calif.	933,610
22	22	Baltimore	896,300
23	23	Indianapolis-Lafayette	874,330
24	24	Hartford-New Haven, Conn.	869,980
25	26	San Diego	806,120
26	25	Portland, Ore.	805,610
27	27	Orlndo-Dytna Bch-Mlbrn	777,350
28	28	Kansas City	723,320
29	30	Cincinnati	712,380
30	29	Milwaukee	702,480
31	31	Nashville	685,840

'87-88	'86-87	market	TV households
32	32	Charlotte, N.C.	669,960
33	33	New Orleans	641,780
34	34	Grnvlle-Sprtnbrg-Ashvl, N.C.	634,890
35	37	Columbus, Ohio	616,190
36	38	Raleigh-Durham, N.C.	613,650
37	36	Oklahoma City	606,880
38	40	G Rpds-Klmzo-Btl Crk, Mich.	596,200
39	35	Buffalo	596,030
40	39	Birmingham-Anniston, Ala.	595,110
41	43	Memphis	582,910
42	41	Salt Lake City	578,840
43	44	San Antonio	549,290
44	42	Providence, R.I.-N Bed, Mass.	543,510
45	46	Nflk-Prtsmth-Nrt Nws, Va.	536,940
46	45	Harrisburg-York-Lanc-Leb, Pa.	529,980
47	47	Wilkes Barre-Scranton, Pa.	518,210
48	48	Louisville, Ky.	504,220
49	50	Dayton	500,060
50	51	Grns-Wnstn Slm-Hgh Pt, N.C.	496,300
51	49	Charleston-Huntington, W.Va.	495,700
52	52	Albany-Schenectady-Troy, N.Y.	483,030
53	53	Tulsa, Okla.	461,680
54	58	W Plm Bch-Ft. Prce, Fla.	459,770
55	54	Rhmnd-Ptrsbrg-Chrltsvl, Va.	458,380
56	57	Shreveport, La.	450,910
57	55	Little Rock-Pine Bluff, Ark.	447,840
58	56	Flint-Saginaw-Bay City, Mich.	445,610
59	61	Jacksonville, Fla.	438,850
60	59	Mobile, Ala.-Pensacola, Fla.	432,550
61	62	Wichita-Hutchinson, Kan.	423,580
62	63	Fresno-Visalia, Calif.	419,940
63	60	Knoxville, Tenn.	419,010
64	64	Toledo, Ohio	412,890
65	65	Albuquerque-Santa Fe	410,050
66	67	Green Bay-Appleton, Wis.	374,020
67	66	Syracuse	372,090
68	69	Rochester, N.Y.	363,080
69	68	Des Moines-Ames, Iowa	362,910
70	71	Roanoke-Lynchburg, Va.	350,850
71	70	Omaha	348,330
72	74	Pduch, Ky.-Cp Grdu, Mo.	340,340
74	72	Honolulu	333,380
73	77	Austin, Tex.	336,800
75	75	Chmpgn-Sprngfld-Dctr, Ill.	322,790
76	79	Lexington, Ky.	319,700
77	78	Spokane, Wash.	319,620
78	76	Cdr Rpds-Wtrloo-Dbqe, Iowa	319,480
79	73	Davenport-Rock Is-Moline, Ill.	313,850
80	80	Portland-Auburn, Me.	306,090
81	83	Springfield, Mo.	299,810
82	82	Chattanooga	296,220
83	84	Jackson, Miss.	[illegible]2,180
84	81	Tucson	287,120
85	86	South Bend-Elkhart, Ind.	286,050
86	85	Johnstown-Altoona, Pa.	285,370
87	87	Brstl-Kngsprt-Jhnsn Cty, Tenn.	280,940
88	88	Youngstown	277,170
89	89	Huntsville-Decatur, Ala.	271,860
90	91	Columbia, S.C.	266,030
91	90	Bringtn-Pltsbrgh, N.Y.	264,930
92	94	Evansville, Ind.	264,910
93	92	Baton Rouge	258,190
94	93	Lncln-Hstngs-Krny, Neb.	257,340
95	95	Grnvlle-New Brn-Wash, N.C.	247,300
96	97	Las Vegas	238,610
97	98	Waco-Temple, Tex.	237,290
98	100	Colorado Springs-Pueblo	234,880
99	99	El Paso	234,680
100	101	Sioux Falls-Mitchell, S.D.	223,920
101	103	Ft. Myers-Naples, Fla.	223,010
102	102	Ft. Wayne, Ind.	222,430
103	107	Augusta, Me.	220,650
104	105	Lansing, Mich.	215,970
105	108	Madison, Wis.	215,140
106	96	Springfield-Holyoke, Mass.	213,720
107	106	Fargo-Valley City, N.D.	213,640
108	109	Charleston, S.C.	211,480
109	104	Peoria-Bloomington, Ill.	211,400
110	110	Savannah, Ga.	210,020
111	111	Montgomery, Ala.	207,810
112	115	Rockford, Ill.	205,250
113	112	Monterey-Salinas, Calif.	202,870
114	114	Snta Brbra-Sn Mar, Calif.	197,320
115	113	Lafayette, La.	196,980
116	116	Wilmington, N.C.	185,790
117	119	Hrlngn-Wslco-Brnsvlle, Tex.	184,270
118	118	Columbus, Ga.	183,460
119	117	Monroe, La.-El Dorado, Ark.	181,830
120	120	Amarillo, Tex.	176,070
121	122	Joplin, Mo.-Pittsburg, Kan.	175,500
122	121	Terre Haute, Ind.	173,960
123	123	Corpus Christi, Tex.	173,590
124	131	Reno	170,950
125	124	Duluth, Minn.-Superior, Wis.	170,190
126	126	Whlng, W.Va.-Stubnvlle, Ohio	169,240
127	127	Beaumont-Port Arthur, Tex.	168,080
128	128	Yakima, Wash.	167,620
129	130	Wausau-Rhinelander, Wis.	162,900
130	129	Tallahse, Fla.-Thmsvlle, Ga.	162,600
131	133	Wchta Falls, Tex.-Lwtn, Okla.	158,490
132	132	Sioux City, Iowa	157,380
133	137	Traverse City-Cadillac, Mich.	157,330
134	125	Binghamton, N.Y.	157,160
135	136	La Crosse-Eau Claire, Wis.	156,870
136	135	Eugene, Ore.	156,320
137	143	Clmbs-Tplo-Wst Pnt, Miss.	155,440
138	142	Bakersfield, Calif.	155,030
139	140	Boise, Idaho	153,760
140	134	Macon, Ga.	153,340
141	138	Erie, Pa.	151,330
142	139	Odessa-Midland, Tex.	150,990
143	144	Chico-Redding, Calif.	150,100
144	141	Blufld-Bckly-Oak Hll, W.Va.	148,380
145	145	Minot-Bsmrck-Dcknsn, N.D.	144,550
146	147	Ft. Smith, Ark.	143,900
147	148	Msn Cty-Rchstr-Astn, Minn.	143,070
148	149	Lubbock, Tex.	135,410
149	150	Topeka, Kan.	134,740
150	152	Medford-Klamath Falls, Ore.	130,180
151	153	Albany, Ga.	128,750
152	146	Columbia-Jefferson City, Mo.	128,220
153	151	Bangor, Me.	126,120
154	155	Tyler, Tex.	124,210
155	154	Qunicy-Hannibal, Mo.	122,270
156	157	Anchorage	116,820
157	156	Abilene-Sweetwater, Tex.	116,180
158	158	Florence, S.C.	111,980
159	159	Dothan, Ala.	103,630
160	164	Billings, Mont.	101,400
161	160	Utica, N.Y.	99,940
162	161	Idaho Falls-Pocatello	99,320
163	165	Palm Springs, Calif.	94,100
164	163	Alexandria, La.	88,760
165	167	Salisbury, Md.	87,840
166	166	Laurel-Hattiesburg, Miss.	87,620
167	162	Rapid City, S.D.	87,060
168	175	Elmira, N.Y.	84,560
169	169	Greenwood-Greenville, Miss.	81,670
170	170	Gainesville, Fla.	81,640
171	168	Clarksburg-Weston, W.Va.	80,800
172	171	Lake Charles, La.	75,730
173	173	Panama City, Fla.	74,830
174	172	Meridian, Miss.	74,340
175	174	Missoula, Mont.	73,170
176	176	Ardmore-Ada, Okla.	70,770
177	179	Biloxi-Gulfport, Miss.	67,690
178	178	Jonesboro, Ark.	67,620
179	181	Yuma-El Centro, Ariz.	67,550
180	182	Watertown, N.Y.	66,560
181	177	Roswell, N.M.	66,220
182	180	Great Falls, Mont.	65,910
183	183	Parkersburg, W.Va.	61,860
184	184	St. Joseph, Mo.	58,680
185	185	Grnd Jncton-Mntrse, Colo.	54,330
186	186	Casper-Riverton, Wyo.	53,180
187	187	Mankato, Minn.	52,620
188	188	Marquette, Mich.	51,410
189	189	Eureka, Calif.	51,380
190	191	Alexandria, Minn.	50,450
191	197	Bowling Green, Ky.	50,300
192	190	Cheyenne-Scottsbluff, Wyo.	50,090
193	192	Butte, Mont.	47,000
194	193	Jackson, Tenn.	46,230
195	195	San Angelo, Tex.	44,880
196	194	Ottumwa-Kirksville, Iowa	43,870
197	196	Lima, Ohio	40,180
198	198	Laredo, Tex.	34,270
199	199	Harrisonburg, Va.	32,980
200	200	Zanesville, Ohio	31,340
201	201	Presque Isle, Me.	29,380
202	202	Victoria, Tex.	26,630
204	204	Bend, Ore.	25,850
205	203	Twin Falls, Idaho	25,490
206	206	Helena, Mont.	20,630
207	207	Alpena, Mich.	15,330
208	208	North Platte, Neb.	14,590
209	209	Glendive, Mont.	5,270

Arbitron

'87-88	'86-87	market	TV households
1	1	New York	6,876,000
2	2	Los Angeles	4,663,900
3	3	Chicago	3,084,400
4	4	Philadelphia	2,643,700
5	5	San Francisco	2,141,100
6	6	Boston	2,050,700
7	7	Detroit	1,697,400
8	8	Dallas-Ft. Worth	1,647,700
9	9	Washington	1,592,800
10	10	Houston	1,466,500
11	11	Cleveland	1,414,900
12	12	Atlanta	1,273,000
13	15	Minneapolis-St. Paul	1,238,300
14	17	Tampa-St. Petersburg, Fla.	1,237,400
15	16	Seattle-Tacoma	1,224,200
16	14	Miami	1,213,200
17	13	Pittsburgh	1,192,200
18	18	St. Louis	1,084,200
19	19	Denver	1,021,600
20	20	Sacramento-Stockton, Calif.	929,000
21	22	Phoenix	927,000
22	21	Baltimore	902,800
23	23	Hartford-New Haven, Conn.	868,100
24	24	Indianapolis	813,000
25	25	San Diego	805,400
26	26	Portland, Ore.	795,100
27	27	Orlndo-Dyt Bch-Mlbrn, Fla.	782,400
28	29	Kansas City	720,400
29	28	Cincinnati	716,000
30	30	Milwaukee	701,900
31	32	Charlotte, N.C.	688,300
32	31	Nashville	686,500
33	34	Columbus, Ohio	658,400
34	33	New Orleans	645,900
35	35	Raleigh-Durham, N.C.	621,000
36	38	Grnvlle-Sprtnbrg-Ash, N.C.	616,700
37	37	Oklahoma City	616,200
38	36	Buffalo, N.Y.	609,500
39	40	Grnd Rpds-Klmz-Btle C, Mich.	595,800
40	41	Salt Lake City	589,800
41	39	Memphis	583,700
42	44	San Antonio, Tex.	549,300
43	46	Nflk-Ptsmth-Npt Nws-Hptn, Va.	544,100
44	42	Prvdnce, R.I.-Nw Bdfrd, Mass.	542,300
45	45	Hrrsbrg-Yrk-Lncstr-Lbnn, Pa.	531,300
46	47	Charleston-Huntington, W.Va.	517,700
47	49	Louisville, Ky.	514,700
48	48	Dayton, Ohio	510,700
49	43	Birmingham, Ala.	503,700
50	50	Grns-Wnstn Slm-Hgh Pt, N.C.	502,600
51	59	Wlks Brr-Scrntn, Pa.	483,800
52	51	Albny-Schnectdy-Troy, N.Y.	481,600
53	54	Wst Plm B-Ft. Prc-Vr B, Fla.	462,500
54	52	Tulsa, Okla.	461,600
55	53	Little Rock, Ark.	455,700
56	65	Albquerque, N.M.	445,300
57	57	Jacksonville, Fla.	442,400
58	55	Mobile, Ala.-Pensacola, Fla.	440,800
59	56	Flint-Saginaw-Bay City, Mich.	429,400
60	58	Wichita-Hutchinson, Kan.	427,400
61	61	Knoxville, Tenn.	423,000
62	60	Richmond, Va.	419,100
63	63	Fresno-Visalia, Calif.	412,600
64	62	Shreveport-Texarkana, Tex.	407,600
65	64	Toledo, Ohio	400,500
66	66	Des Moines, Iowa	375,800
67	67	Syracuse, N.Y.	370,000
68	68	Green Bay-Appleton, Wis.	369,600
69	79	Portland-Poland Spring, Me.	362,100
70	69	Omaha	351,100
71	72	Austin, Tex.	349,800
72	70	Rochester, N.Y.	348,800
73	71	Roanoke-Lynchburg, Va.	347,700
74	76	Sprngfld-Dctr-Chmpgn, Ill.	333,200
75	77	Pdc, Ky.-Cp Grd-Hsbg-Mr, Mo.	332,800
76	73	Lexington, Ky.	329,700
77	74	Dvnprt, Iowa-Rck Is-Mlne, Ill.	325,000
78	75	Cdr Rpds-Wtrl-Dbque, Iowa	322,200
79	78	Spokane, Wash.	320,100
80	80	Chattanooga	307,000
81	83	Springfield, Mo.	293,600
82	85	Jackson, Miss.	291,100
83	81	Tucson, Ariz.	290,900
84	84	South Bend-Elkhart, Ind.	285,700
85	86	Johnstown-Altoona, Pa.	281,400
86	82	Brstl-Kngspt-Jhnsn Cty, Tenn.	281,000

'87-88	'86-87	market	TV households
87	88	Columbia S.C.	278,900
88	87	Youngstown, Ohio	276,700
89	89	Hntsvlle-Dctr-Flrnce, Ala.	273,200
90	90	Evansville, Ind.	260,500
91	91	Baton Rouge	258,800
92	92	Lncoln-Hastings-Krney, Neb.	257,200
93	95	Waco-Temple, Tex.	245,600
94	94	Las Vegas	236,000
95	96	Grnvle-N Brn-Wshngtn, N.C.	233,600
96	93	Brlngtn-Plttsbrgh, Vt.	227,300
97	100	Colorado Springs-Pueblo	223,200
98	101	Ft. Myers-Nples, Fla.	223,000
99	97	Ft. Wayne, Ind.	221,800
100	98	Sioux Falls-Mitchell, S.D.	217,900
101	108	Montgomery, Ala.	217,600
102	99	Augusta, Ga.	216,900
103	110	Savannah, Ga.	216,800
104	105	El Paso	216,600
105	102	Lansing, Mich.	216,300
106	107	Madison, Wis.	214,800
107	104	Fargo, N.D.	214,200
108	106	Springfield, Mass.	213,800
109	109	Charleston, S.C.	212,000
110	103	Peoria-Bloomington, Ill.	211,000
111	111	Salinas-Monterey, Calif.	202,300
112	112	Lafayette, La.	197,900
113	113	S Brbr-S Mar-S L Obsp, Calif.	196,600
114	114	Rockford, Ill.	192,200
115	116	McAllen-Brownsville, Tex.	186,700
116	115	Monroe, La.-El Dorado, Ark.	182,600
117	117	Amarillo, Tex.	181,900
118	121	Columbus, Ga.	176,800
119	118	Joplin, Mo.-Pittsburg, Kan.	176,300
120	119	Corpus Christi, Tex.	175,100
121	124	Reno	172,200
122	120	Duluth, Minn.-Superior, Wis.	171,100
123	125	Tyler-Longview, Tex.	170,900
124	122	Beaumont-Port Arthur, Tex.	170,000
125	123	Sioux City, Iowa	169,500
126	129	Tllhssee, Fla.-Thomasville, Ga.	166,500
127	128	Yakima, Wash.	163,300
128	130	Wausau-Rhinelander, Wis.	161,900
129	127	Terre Haute, Ind.	161,200
130	144	Florence, S.C.	159,800
131	126	Wchta Flls, Tex.-Lawton, Okla.	159,800
132	132	Binghamton, N.Y.	156,800
133	135	Columbus-Tupelo, Miss.	156,700
134	136	La Crosse-Eau Claire, Wis.	156,200
134	131	Macon, Ga.	156,200
136	138	Boise, Idaho	156,100
137	133	Eugene, Ore.	155,900
138	139	Traverse City-Cadillac, Mich.	155,800
139	134	Whling, W.Va.-Stbnvlle, Ohio	154,000
140	141	Chico-Redding, Calif.	152,300
141	143	Blfld-Bckley-Oak Hill, W. Va.	151,400
142	144	Topeka, Kan.	150,900
143	137	Erie, Pa.	150,600
143	140	Odessa-Midland, Tex.	150,600
145	148	Bakersfield, Calif.	147,100
146	146	Minot-Bsmrck-Dcknson, N.D.	145,100
147	149	Rchstr-Masn City-Austn, Minn.	143,300
148	147	Ft. Smith, Ark.	140,600
149	150	Lubbock, Tex.	136,900
150	152	Wilmington, N.C.	136,100
151	153	Albany, Ga.	131,800
152	142	Columbia-Jefferson City, Mo.	129,000
153	155	Medford, Ore.	125,500
154	151	Quincy-Hannibal, Mo.	122,200
155	157	Abilene-Sweetwater, Tex.	116,400
156	154	Bangor, Me.	112,400
157	160	Dothan, Ala.	104,000
158	158	Utica, N.Y.	102,200
159	159	Idaho Falls-Pocatello, Idaho	99,800
160	161	Alexandria, La.	89,600
161	162	Laurel-Hattiesburg, Miss.	89,200
162	166	Clarksburg-Weston, W. Va.	88,300
162	164	Salisbury, Md.	88,300
164	163	Billings-Hardin, Mont.	87,600
165	165	Elmira, N.Y.	84,300
166	169	Gainesville, Fla.	83,100
167	167	Rapid City, S.D.	82,800
168	168	Greenwood-Greenville, Miss.	81,300
169	170	Watertown-Carthage, N.Y.	79,600
170	172	Lake Charles, La.	76,400
171	171	Panama City, Fla.	75,300
172	174	Ardmore-Ada, Okla.	74,500
173	173	Missoula, Mont.	74,400
174	176	Jonesboro, Ark.	67,900
175	177	Meridian, Miss.	67,100
176	175	Grand Jnction-Drngo, Colo.	66,100
177	178	Great Falls, Mont.	65,900
178	181	Palm Springs, Calif.	65,400
179	179	Biloxi-Glfprt-Pscgla, Miss.	65,300
180	191	Jackson, Tenn.	62,400
181	182	El Centro-Yuma, Ariz.	60,300
182	183	Alexandria, Minn.	59,300
183	192	Chyne-Scttsblf-Strlng, Wyo.	57,400
184	185	Marquette, Mich.	54,600
185	186	Tuscaloosa, Ala.	52,400
186	187	Eureka, Calif.	51,400
187	189	St. Joseph, Mo.	49,900
188	184	Casper-Riverton, Wyo.	49,800
189	188	Butte, Mont.	48,700
189	190	San Angelo, Tex.	48,700
191	197	Bowling Green, Ky.	45,500
192	—	Anniston, Ala.	44,200
193	192	Lafayette, In.	42,000
194	180	Roswell, N.M.	41,400
195	194	Hagerstown, Md.	40,900
196	195	Lima, Ohio	40,100
197	196	Charlottesville, Va.	39,100
198	198	Parkersburg, W. Va.	35,600
199	199	Laredo, Tex.	34,500
200	200	Harrisonburg, Va.	33,900
201	202	Zanesville, Ohio	31,200
202	203	Twin Falls, Idaho	30,300
203	205	Presque Isle, Me.	29,100
204	204	Ottuma-Kirksville, Mo.	28,800
205	206	Flagstaff, Ariz.	27,800
206	207	Victoria, Tex.	26,800
207	208	Bend, Ore.	25,200
208	209	Mankato, Minn.	23,200
209	210	Helena, Mont.	18,900
210	211	North Platte, Neb.	18,300
211	212	Alpena, Mich.	15,000
212	213	Glendive, Mont.	5,100

CP controversy turns messy in L.A.

FCC takes minority formatted KEEF-TV off air; charges of armed takeover made in battle for control of station

Noncommercial KEEF-TV Los Angeles debuted last May with hopes of serving black and Hispanic viewers and providing a vehicle for the development of an innovative two-way data transmission service.

Things have not quite worked out as planned. The station has been ordered off the air by the FCC for overstepping the bounds of its construction permit, has become embroiled in a bitter battle for control that has included an alleged "armed takeover" of the studio and transmission facilities, has been threatened with eviction from its studios and repossession of its studio equipment and has been reduced to a skeleton operation with just two parttime employes.

At the center of the battle for control are Booker T. Wade, the disputed president of Black Television Network, the permittee of KEEF-TV, and Mary V. Woodfork, an original BTW board member now leading the effort to oust Wade and take over the station.

Caught in the battle is Radio Telecom & Technology, the developer of T-NET, a two-way data transmission service designed to use the first adjacent channel of a host UHF or VHF television station. RTT paid for KEEF-TV's transmission plant (a $400,000-investment) in exchange for the right to offer its T-NET service in Los Angeles over the station's facilities. As long as KEEF-TV is out of action, so is RTT.

The FCC ordered KEEF-TV off the air on Aug. 8 for broadcasting from a different location with different power and antenna height than authorized in its construction permit. Despite repeated pleadings and filings from Wade, the FCC has refused to allow the station to resume operation.

The lengthy stop-broadcasting order is without precedent, said Peter Tannenwald, an attorney representing RTT. "The travesty is that the decision is being made by the commission by virtue of keeping it off the air and starving it until the merits won't matter," he said. The FCC "should either let [Wade] back on the air subject to FCC approval with conditions as they deem fit, or they should let a third-party trustee run it until a [Los Angeles] court decision [on the ownership questions]."

In the past, Tannenwald said, stations have been taken off the air only two to three weeks for facilities reasons. "Whatever the deviation [from the original permit] might be," he said, "it could be easily and quickly remedied if the commission would grant the modification."

"Although there may have been some commission rules violations," said Stephen Yelverton, Wade's attorney, "they were unintended and minor and, in any event, would not warrant keeping the station off the air pending resolution of the allegations."

According to Yelverton, FCC Mass Media Bureau Deputy Chief Roderick Porter told Wade late last July that a request for facilities modification would remedy the station's problems with the FCC. That request was filed a few days after the stop-broadcasting order and was "ripe for grant" within a month, he said. "We have constructed a facility," Wade said last week, "that is technically capable of operating at the authorized power. We propose to operate at less than authorized power, a 3% reduction in coverage," a difference between 97% and 100% of authorized power, he said.

Wade believes the station is being kept off the air not because of the operating variances, but because of the control question. "The real underlying problem," he said, "is that the commission has been unable to separate the private interests—of who owns the station—from the public interest in the station's services. Solomon doesn't allow the baby to starve while he decides who the parents are."

Porter told BROADCASTING he denies that the dispute over control was a factor in the FCC's decision to order the station off the air. "If no other issues [outside of facilities variances] existed," he said, "commission action would have been no different." Asked why the FCC had not left the station on the air during its deliberations over the station's noncompliance with FCC rules, Porter said: "The right question is, 'Should the station have been on the air in the first place?' Or, rather, 'Should we allow them to remain on the air illegally?' If they were operating upheld (Report MM-287, Mass Media Action)—Denied High Country Communications, Inc., licensee of KVLE(FM), Gunnison, CO, review of staff letter requiring station to pay a $1,000 forfeiture for allowing spurious emissions. Action by commission Dec. 7, 1987, by Memorandum Opinion and Order (FCC 87-381).

■ FCC upholds disqualification of Christian Children's Network in Corpus Christi TV proceeding (BC DOCKET 80-461 Report DC-1062, Action in Docket Case)—Upheld disqualification because of misrepresentations and an inadequate financial proposal. Action by commission Dec. 7 by Order (FCC 87-382).

■ Phase II of KHJ-TV proceeding held in abeyance pending further FCC action dockets 16679-80 (Report DC-1063, Action in Docket Case)—Held in abeyance phase II of proceeding involving basic qualifications of Fidelity Television, Inc., and comparative qualifications of Fidelity and RKO General, Inc., to hold license of Los Angeles station KHJ-TV. Action by commission Dec. 7 by order (FCC 87-385).

■ Trans-Caribbean digital fiber optic cable plan approved for 1989 (CC DOCKET 83-525 Report DC1064, Action in Docket Case)—Approved plan to introduce trans-Caribbean digital fiber optic cable system in 1989, which will link Florida, Puerto Rico, Jamaica, Dominican Republic, and Colombia. Action by commission Dec. 10 by R&O (FCC 87-386).

■ Corpus Christi, TX—Upheld disqualification of Christian Children's Network, Inc., applicant in Corpus Christ TV proceeding, because of misrepresentations and inadequate financial proposal. (BC Docket 80-461 by Order [FCC 87382] adopted Dec. 7 by commission.)

ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Nashua, NM (Nashua Educational Broadcasting Foundation and Family Stations, Inc.) ED-FM Proceeding. Designated ALJ Joseph B. Gonzalez to preside in proceeding. Scheduled prehearing conference for Jan. 28 and hearing for Feb. 29, 1988. (By Order, Nov. 25) (MM Docket 87-515).

■ Gaston, NC (George W. Draper, Jr., et al.) FM Proceeding. Designated ALJ Richard L. Sippel to preside in proceeding. Scheduled prehearing conference for Jan. 27 and hearing for Feb. 29, 1988. (By Order, Nov. 25) (MM Docket 87-514).

■ Edinboro, PA (Susan B. Klaus, et al.) FM Proceeding. Designated ALJ Walter C. Miller to preside in proceeding. Scheduled prehearing conference for Feb. 25 and hearing for April 20, 1988. (By Order, Nov. 25) (MM Docket 87-511).

By Acting Chief Judge James F. Tierney on dates shown:

■ Pearl City, HI (Timothy Paul Woodward, et al.) FM Proceeding. Designated ALJ Edward J. Kuhlmann to preside in proceeding. Scheduled prehearing conference for Jan. 29 and hearing for March 2, 1988. (By Order, Nov. 30) (MM Docket 87-516).

■ Sartell, MN (Marlene Beecroft and Sartell Communications, A Limited Partnership) FM Proceeding. Designated Deputy Chief ALJ James F. Tierney to preside in proceeding. Scheduled prehearing conference for Feb. 1 and hearing for March 3, 1988. (By Order, Nov. 30) (MM Docket 87-525).

■ Hatch, NM (Hatch Broadcasting, Inc., et al.) FM Proceeding. Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Feb. 1 and hearing for March 3, 1988. (By Order, Nov. 30) (MM Docket 87-518).

■ Irondequoit, NY (Silver Broadcasting Limited Partnership, et al.) FM Proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Jan. 29 and hearing for March 2, 1988. (By Order, Nov. 30) (MM Docket 87-517).

■ West Carrollton, OH (William M. Piner, et al.) FM Proceeding. Designated ALJ John M. Frysiak to preside in proceeding. Scheduled prehearing conference for Feb. 2 and hearing for March 7, 1988. (By Order, Nov. 30) (MM Docket 87-526).

By ALJ Joseph Chachkin on dates shown:

■ Twentynine Palms, CA (Carter Broadcasting Corp., et al.) TV Proceeding. Reinstated application of Twentynine Palms Broadcasting Co., erroneously dismissed for failure to prosecute. (By Order, Nov. 20.) (MM Docket 87-448).

■ Enfield, CT (A.B.C.D. Broadcasting, et al.) FM Proceeding. By separate orders, granted request by A.B.C.D. Broadcasting and dismissed its application with prejudice; dismissed with prejudice applications of Casey Radio Co., Son-Burst Communications, Enfield Area Radio, Inc., Enfield Broadcasting Co., Franklin D. Graham, John A. McMullin, and Connecticut Broadcasting Limited Partnership for failure to prosecute. (By Orders, Nov. 25) (MM Docket 87-461).

■ Richmond, VA (Seaboard Broadcasting Co., et al.) FM Proceeding. Granted motion for summary decision by Robert Fish and resolved air hazard issue in his favor. (By Order, Nov. 19) (MM Docket 87-352).

By ALJ John M. Frysiak on dates shown:

■ El Centro, CA (Garcia Communications, et al.) TV Proceeding. Granted motion for summary decision by The LatCom Group, Inc. and resolved air hazard issue in its favor. (By MO&O, Dec. 3) (MM Docket 87-354).

■ Woodlake, CA (SEB Broadcasting, Inc., et al.) FM Proceeding. By separate orders, granted requests by FM Woodlake Limited Partnership, Trans-California Broadcasting Co., New Life Enterprises, Inc. and Amigo Broadcasting Corp. and dismissed their applications with prejudice. (By Orders, Nov. 20, 25 and 30) (MM Docket 87-430).

■ Fenwick Island, DE (Key Broadcasting Corp., et al.) FM Proceeding. Granted petition by Key Broadcasting to enlarge issues against Fenwick Island Broadcast Limited Partnership to determine whether Leonard Berger, M.D., is real-party-interest to Fenwick Island Broadcast application; and, in light of Dr. Berger's interest in application for new FM station at Ocean Pines and existance of overlapping contours of Ocean Pines and Fenwick Island proposals, whether continued prosecution of Fenwick Island application violates FCC rules prohibiting inconsistent applications; and, in light of evidence adduced whether Fenwick Island Broadcast possesses basic qualifications to be commission licensee. (By MO&O, Nov. 20) (MM Docket 87-236).

■ Warner Robins and Byron, GA (Warner Robins Christian Academy and Augusta Radio Fellowship Institute, Inc.) ED-FM Proceeding. Granted motion by Warner Robins Christian Academy and added issues to determine if August Radio is financially qualified in light of its subsequent certifications of availability of funds to construct and operate new noncommercial stations at Jessup, Vidalia and Leesburg, GA; and, Florence, SC. (By MO&O, Dec. 3) (MM Docket 87-386).

By ALJ Joseph P. Gonzalez on dates shown:

■ Longmont, CO (John R. Powley, et al.) TV Proceeding. Memorialized dismissal of application of John R. Powley for failure to prosecute. (By Order, Dec. 1) (MM Docket 87-372).

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Kansas City, MO (Channel 32 Broadcasting Company, et al.) TV Proceeding. By separate orders, granted motions for summary decisions by Kansas City Skywave, Inc. and resolved site availability issue in its favor, and by Kansas City Television, Ltd. and resolved air hazard issue in its favor; granted motion by CMTV, Ltd. and dismissed with prejudice application of Hart and Davis Broadcasting, Inc. for failure to prosecute. (By MO&O, Dec. 1) (MM Docket 87-86).

By ALJ Edward J. Kuhlmann on dates shown:

■ Orlando, FL (B.F.J. Timm, et al.) FM Proceeding. Granted motions for summary decisions by Orlando Skywave, Inc., BMS Communications of Orlando, A Partnership, and Hispanic Radio of Orlando, Inc. and resolved air hazard and city coverage issues in their favor; and by PN Radio Co., Partnership and resolved city coverage issue in its favor. (By MO&O, Dec. 3) (MM Docket 87-305).

■ Hammond, LA (Mack D. Blair, et al.) TV Proceeding. Dismissed with prejudice applications of Mack D. Blair and Airwave Media, Ltd. (By MO&O, Nov. 25) (MM Docket 87-342).

■ Cambridge, MD (Taylor Communications, Inc., et al.) FM Proceeding. Granted request by Taylor Communications and dismissed its application with prejudice; dismissed with prejudice application of Shore Broadcasting, Inc. for failure to prosecute; granted motion by Eastern Shore Broadcasting, Limited Partnership and added issues against D'Adamo Communications to determine whether D'Adamo lacked candor or misrepresented facts when it amended its application to report media interest and made commitment to divest that interest, without disclosing interest had been acquired nine months before amendment was filed; and, if so, whether D'Adamo should be found unqualified. (By MO&O, Dec. 3) (MM Docket 87-421).

By ALJ Edward Luton on date shown:

■ Salinas, CA (San Jacinto Broadcasting, et al.) FM Proceeding. By separate orders, granted requests by Lisa Ann Wayne, P & R Communications Partnership, and, Rose T. Casalan and dismissed their applications with prejudice; granted motion by Artichoke Broadcasting Corp. and dismissed with prejudice applications of San Jacinto Broadcasting, Gary T. Rodriguez, Franklin D. Graham, and Innovative Broadcasting, Inc. for failure to prosecute. (By Orders, Dec. 7) (MM Docket 87-338).

By ALJ Walter C. Miller on dates shown:

■ Indianola, MS (Walter Gray Gilbert and Minority Broadcasting Corporation) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of Minority Broadcasting; application Walter Gray Gilbert is retained in hearing status pending resolution of air hazard issue. (By MO&O, Dec. 3) (MM Docket 87-492).

■ Rapid City, SD (William Howard Payne and Tom-Tom Communications, Inc.) FM Proceeding. Approved settlement agreement and dismissed with prejudice application of William Howard Payne; Tom-Tom's application is retained in hearing status. (By MO&O, Dec. 3) (MM Docket 87-420).

By ALJ Richard L. Sippel on dates shown:

■ Ellwood, CA (Addison Broadcasting Co., Inc., et al.) FM Proceeding. By separate orders, granted requests by Ross H. Boyd and Patricia Ann Sauro and dismissed their applications with prejudice; granted motions by KIKJ Co. and Vince Lee Broadcasting, Ltd. and dismissed with prejudice following applications for failure to prosecute: Blair Media; Lorraine L. Chow; Starlight Broadcasting Co., Inc.; Marigold Broadcasting, Inc.; Commercial Broadcast Co.; Baron Broadcasting; and Dos Compadres Communications, Inc. (By Orders, Nov. 23 and 25; and by MO&O, Dec. 3) (MM Docket 87-429).

■ Bay Shore, NY (Warren Price Communications, et al.) FM Proceeding. Granted motion for summary decision by South Shore Media Corp. and resolved air hazard issue in its favor. (By Order, Nov. 24) (MM Docket 87-246).

By ALJ Joseph Stirmer on dates shown:

■ Salisbury, CT (Chartcom, Inc. and Alice Kaltman) FM Proceeding. Approved settlement agreement and dismissed with prejudice appliction of Alice Kaltman; granted application of Chartcom, Inc. for new FM station on Channel 251A (98.1 MHz) at Salisbury; and terminated proceeding. (By MO&O, Dec. 3) (MM Docket 87-163).

■ Karnes, TN (John Strelitz, et al.) FM Proceeding. By separate orders, partially granted motions by Jacob Broadcasting Co., and enlarged issues against Beaver Ridge Communications, Ltd. and John Strelitz to determine if they are in compliance with commission rules concerning engineering requirements, and if not, whether circumstances exist which would warrant waiver. (By MO&Os, Nov. 25) (MM Docket 87-343).

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Big Buy in Cable

Big Deal in L.A.

Vol. 114 No. 1

Broadcasting Jan 4

Storer cable systems deal sets record...page 43.

Cable, telco battle over Cerritos system...page 45.

Independents head West: INTV 1988...page 47.

BIG BUY □ Consortium of cable operators buy Storer Communications cable systems for total consideration in excess of $2.8 billion, making it largest cable deal ever. **PAGE 43.**

INDEPENDENT VOICE □ In this "At Large" with BROADCASTING editors, Association of Independent Television Stations President Preston Padden shares his views on issues, events and technologies shaping independent television industry. **PAGE 47.**

ON THEIR OWN □ Independent stations meet in Los Angeles this week for their annual convention, revisiting 1987 and looking ahead to '88. What's ahead, agenda and list of exhibitors begins on **PAGE 56.**

FOX REPORT CARD □ Fox Broadcasting Co. affiliates say programing is both best and worst of network's performance to date. **PAGE 90.**

VINTAGE VIEWING □ StarCast, new programing network for independent stations based in Orlando, Fla., plans to offer independent television stations satellite feed of 18 hours of "vintage" TV shows, news, sports, weather and business briefs. **PAGE 94.**

ESPN'S FOOTBALL FINISH □ ESPN's first year of offering its eight-game regular season NFL package was, by all indications, success. San Francisco-Los Angeles Rams game gives sports network eight-game, regular-season combined average of 12.4 rating. **PAGE 98.**

TALK AROUND THE CLOCK □ Beginning today (Jan. 4), Sun Radio Network offers AM station operators 24-hour national talk/information programing service. **PAGE 120.**

EYE ON SPENDING □ Radio Advertising Bureau president and chief executive officer, Bill Stakelin, tells RAB members to keep watch over consumer spending behavior in 1988 as barometer of broadcast advertising expenditures. **PAGE 121.**

HART BURN □ Since announcing his intention to re-enter presidential race, Gary Hart has let it be known "that an age of television 'sound bites' produces bite-sized policies." Some journalists disagree. **PAGE 123.**

POINT MAN □ Washington communications attorney Jack Cole sees his 30 years of representing cable as continuous struggle against regulatory restraints. **PAGE 143.**

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Errata

In November Arbitron Sweeps chart (BROADCASTING, Dec. 21), **NBC-TV household figure for Lima, Ohio, should have been 17,000.**

Engineers 22d annual television conference. Opryland hotel, Nashville. Information: (914) 761-1100.

Jan. 30—Deadline for entries in National Media Awards sponsored by *American Diabetes Association*, for excellence in reporting on diabetes. Information: (703) 549-1500.

Jan. 30-Feb. 3—*National Religious Broadcasters* 45th annual convention and exposition. Sheraton Washington. Information: (201) 428-5400.

February

Feb. 1—Deadline for entries in sixth annual JC Penney-University of Missouri Television Awards for Community Leadership, sponsored by *School of Journalism, University of Missouri-Columbia*. Information: (314) 882-7771.

Feb. 1—Deadline for entries in Silver Gavel Awards, sponsored by *American Bar Association*, honoring American news and entertainment media. Information: (312) 988-5000.

Feb. 2-3—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix, Ariz. Information: (602) 257-9338.

■ **Feb. 3**—*New York Television Academy* drop-in luncheon. Speaker: Nickolas Davatzes, president and chief executive officer, Arts & Entertainment Network, on "The Growth of a Cable Network." Copacabana, New York. Information: (212) 765-2450.

Feb. 3-7—*International Radio and Television Society* faculty/industry seminar, "A Message for the Medium: Programing That Fits." Roosevelt hotel, New York. Information: (212) 867-6650.

Feb. 4—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Feb. 5**—Deadline for nominations for Edward R. Murrow award for outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

Feb. 7-9—*Arkansas Broadcasters Association* winter meeting. Arlington hotel, Hot Springs, Ark.

Feb. 7-12—*National Association of Broadcasters* 23d annual management development seminars for broadcast engineers, "Achieving Personal and Professional Excellence." University of Notre Dame, South Bend, Ind. Information: (202) 429-5346.

■ **Feb. 8**—*New York Television Academy* drop-in dinner, "Black Presence in TV: The New Force and the Economic Reality of the Black Marketplace." Copacabana, new York. Information: (212) 765-2450.

Feb. 10—"Success in Radio and TV Sales," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

■ **Feb. 10**—*New York Television Academy* drop-in luncheon. Speaker: Morton Downey Jr., host of *Morton Downey Jr. Show* on WWOR-TV New York. Copacabana, New York. Information: (212) 765-2450.

■ **Feb. 10**—*Illinois Broadcasters Association* winter sales seminar. Galesburg, Ill. Information: (217) 753-2636.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville. Information: (615) 327-4488.

Feb. 12—*Southern California Broadcasters Association* 3d annual Sunny Creative Radio Awards presentation. Registry hotel, Los Angeles. Information: (213) 466-4481.

Feb. 16-17—*Wisconsin Broadcasters Association* annual convention and legislative reception. Madison, Wis.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 18-19—*Broadcast Financial Management Association* board of directors meeting. San Diego Marriott, San Diego.

Feb. 18-20—"Minorities and Communications: A Preview of the Future," conference sponsored by *Howard University School of Communications*. Howard Inn and Blackburn Center, Howard University campus, Washington. Information: (202) 636-7491.

Feb. 24—Deadline for entries in Edward R. Murrow Brotherhood Awards, which "pay tribute to the finest in television and radio news production that best promotes human understanding and good relations among people," sponsored by *Cinema/Radio/TV unit of B'nai B'rith*. Information: (212) 686-3199.

Feb. 24—*Federal Communications Bar Association* luncheon. Speaker: Diane Killory, FCC general counsel. Marriott, Washington.

Feb. 25-28—*NATPE International* 25th annual con-

Major Meetings

Jan. 6-10—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 23-25—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency hotel, Atlanta.

Jan. 29-30—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989. St. Francis hotel, San Francisco.

Jan. 30-Feb. 3—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 11-13—19th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Association*. Opryland hotel, Nashville.

Feb. 17-19—Texas Cable Show, sponsored by *Texas Cable Television Association*. Convention Center, San Antonio, Tex.

Feb. 26-28—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26,1989.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, and Las Vegas, May 1-4 (tentative), 1933.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18020, 1990. Hyatt Regency, San Francisco.

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

May 18-21—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—*National Public Radio* annual public radio conference. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 8-11—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pitsburgh.

June 8-12—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detriot.

June 18-21—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* 15th annual meeting. Westin Copley Place, Boston.

Sept. 7-9—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England.

Oct. 14-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

Nov. 30-Dec. 3—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

June 17-23—16th International Television Symposium. Montreux, Switzerland.

Oct. 17-19—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

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vention. George Brown Convention Center, Houston.

Feb. 27—"Television: A Medium Focuses on Itself," panel sponsored by *New School for Social Research.* New School, New York. Information: (212) 741-5690.

March

March 3—*International Radio and Television Society* Gold Medal banquet. Recipient: CBS's *60 Minutes.* Waldorf-Astoria, New York. Information: (212) 867-6650.

March 6—Ninth annual *Academy of Television Arts and Sciences* college awards presentation. Registry hotel, Los Angeles. Information: (818) 763-2975.

March 8—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

March 9—"Issues Before the FCC: An Evening with Diane Killory," general counsel, FCC, sponsored by *American Women in Radio and Television, Washington chapter.* National Association of Broadcasters, Washington. Information: (202) 659-3494.

March 9-10—*Association of National Advertisers* television advertising workshop. Plaza hotel, New York. Information: (212) 697-5950.

■ **March 11**—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Michael Checkland, director-general, BBC. Beverly Wilshire hotel, Los Angeles. Information: (818) 953-7575.

March 13-15—First Amendment Congress, organized in 1979 by *Jean Otto, Society of Professional Journalists,* who is now with *Rocky Mountain News.* Marriott City Center hotel, Denver. Information: (303) 492-6480.

March 13-15—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

March 14-15—*National Association of Broadcasters* group fly-in for radio group heads. Hyatt Regency

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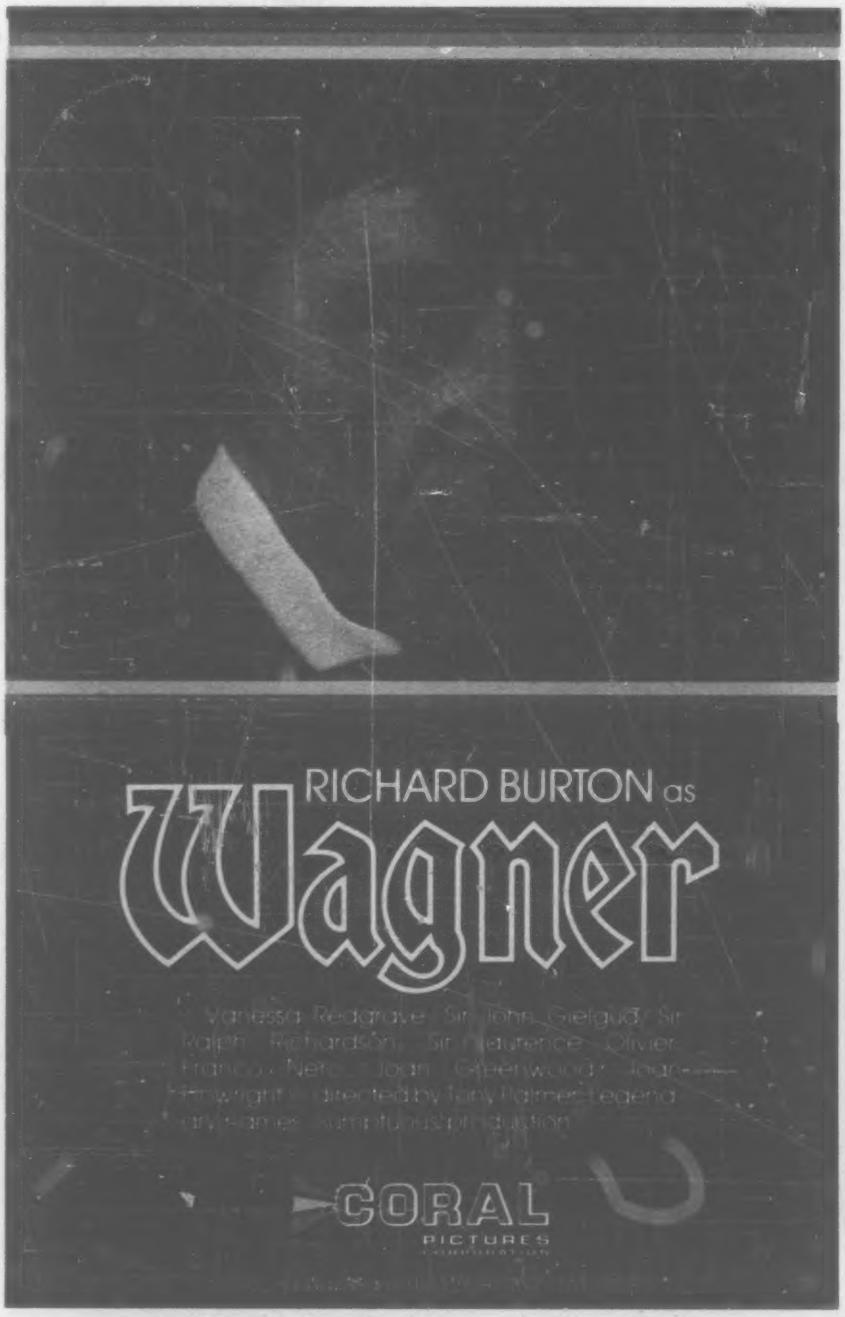

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan4

Vol. 114 No. 1

TOP OF THE WEEK

ATC, Comcast, TCI/Bass win Storer cable prize

Consortium's $2.8-billion purchase of KKR's 1.45 million subscribers is largest cable deal in history

A consortium of cable operators has bought the Storer Communications cable systems owned by Kohlberg Kravis Roberts & Co. for consideration totaling more than $2.8 billion, making it the largest cable deal ever. American Television & Communications, Comcast and Taft Cable Partners (the last a 50-50 joint venture of Tele-Communications Inc. and the Bass Group) signed a letter of intent on Christmas Eve to buy the cable systems that have been on the block since last summer. The Storer systems have 1,450,000 subscribers in 12 states. The purchase price works out to slightly less than $2,000 per subscriber, below the $2,200 KKR reportedly wanted originally.

Although the final numbers have not been worked out, the three partners will pay roughly $1.7 billion for the stock in SCI Holdings and also put up more than $1.1 billion in assets in exchange for the so-called "restricted cash" that had been one of the problems looming over the sale of the systems. The partners will also assume the $2.25 billion in debt of SCI Holdings, 97% owned by KKR. Of that debt, $1.6 billion is in junk bonds carrying an average interest rate of between 13% and 15%, which are scheduled for payment between 1990 and 1997.

(Moody's Investor Service said last week that it was reviewing the debt of SCI, for possible upgrade, and the debt of the three buying partners.)

The partners intend to run the company as a stand-alone operation for the foreseeable future, since a number of tax and financial complications prevent them from economically splitting up the company. That was the path taken by ATC, TCI, Comcast, Daniels and Century after their purchase of Group W for $1.7-billion, the record price for a cable deal before the Storer agreement. With the repeal of the general utilities doctrine of the tax code, tax-free liquidation of a company has become more difficult.

STORER
COMMUNICATIONS

According to the letter of intent, the partners will buy the 212 million shares of outstanding SCI Holdings stock for between $9.25 and $9.75 per common share, which would roughly translate to $2 billion. The letter also calls for SCI warrant holders to "receive the same consideration as Holdings' shareholders, net of the applicable warrant exercise price." Those warrants, when exercised, will reduce the total consideration by $234 million.

The three partners also will put up more than $1.1 billion in assets to get the "restricted cash" out of the company. (The cash is restricted because of certain debt covenants under which SCI is operating.) Those assets could include cable systems, securities or bank loans, for instance. ATC and Taft appeared to be leaning towards putting up cable systems to get the Storer cash out of the company, while Comcast appeared to favor putting up securities for the cash.

Benjamin Diesbach, general manager of Taft Cable, said the Storer systems were "a very attractive group of properties." Bernard Gallagher, vice president and treasurer at Comcast, said of Storer: "We think it's a great company" with a "nice group of cable systems."

There was also the realization the Storer buy represented its own unusual set of circumstances. The nature of the long-term, junk bond debt, the tax complications in liquidation and the restricted internal cash were the main problems facing potential buyers. Those factors entered in the negotiations. "I guess the biggest problem was price," said David O'Hayre, senior vice president, investments, ATC, as both sides

Concentrating on cable television

Before the Storer purchase, the nation's 10 largest MSO's owned and managed cable systems with 19.6 million basic subscribers, or 45% of the nation's basic cable subscribers. That number increases to 49% when Tele-Communications Inc.'s affiliations with other companies are included.

TCI, the nation's largest cable multiple system operator, says that it currently owns and manages cable systems with 3.5 million basic subscribers. A total of 5.2 million basic cable subscribers are accounted for on its financial balance sheet, including those systems owned but not managed by TCI. Included in these figures are the one-million-plus subscribers from Heritage systems purchased by TCI in 1987 (400,000 subscribers are in systems managed by Heritage) for more than $800 million.

TCI also claims three million subscribers through its affiliated companies, although these are not consolidated in TCI's financial statements. Included in this total, for example, are United Cable's 1.145 million subscribers, of which TCI owns 24%.

In addition to United, TCI holds varying interests in Bresnan Communications, Cablenet Associates, Cencom Cable, Communications Services, Lenfest Group, Marcus Communications, Memphis CATV, Taft Cable Partners, Televents, TKR Cable and UA Communications.

The second largest cable MSO, American Television & Communications Corp. (ATC), claims approximately 3.6 million basic subscribers, including 456,000 subscribers in Paragon Communications, a joint venture set up with Houston Industries after its partial acquisition of Group W cable systems in 1986.

Continental is the third largest MSO, with 2,030,000 basic subscribers. That figure includes the company's purchase of American Cablesystems, set to close later this year. That figure also incorporates the company's percentage of jointly held cable operations.

Although Storer may be divided between ATC, Comcast and Taft Cable (the TCI-Robert Bass Group joint venture), its estimated 1.45 million subscribers at the end of December made it the fourth largest MSO.

Cox Cable, the fifth largest MSO, reported 1,406,922 basic

Continues on page 44

compromised from their original offers. "It's a good deal," said O'Hayre. "A little less than $2,000 a subscriber is a high but fair price for this thing," he said. Added another source close to the negotiations, "This is not the world's largest bargain" but "it seems to be the market price." One participant likened it to the Group W deal, which at the time seemed to be made at the market price but after system values went up, it became, in hindsight, a bargain. "I'm hoping for something similar in this deal," said that observer, but he doubted it would look as good as the Group W deal does now. The consortium paid $1.7 billion for Group W's 2.1 million cable subscribers.

As for Storer, the "plan now is that three companies have invested in this company and [will] run it as a separate company indefinitely," said O'Hayre. Although the percentage breakdowns have not been devised, a source said "there's been discussion that it would be a third, a third, a third." It is expected that a separate board of directors and management will run the new company, with the owners expected to be represented on the board. But it is also possible that the three partners could manage separately a portion of the new company. That solution would be less expensive, but more complicated, said one source, than running it as a unified entity. The partners said it was too early to discuss changes in senior management, but O'Hayre said he hoped those at the system level and some of regional people "would stay with the company."

Taft Cable, which has almost 200,000 subscribers, will probably put up some or all of its cable systems in exchange for the "restricted" cash, sources at Taft and TCI said. O'Hayre said. "We think at least some of it will be done that way" at ATC but other assets could be included.

Comcast seemed to be leaning toward putting up securities. "We're looking at the alternatives," said Gallagher. The three partners, if the split is equal, would have to put up financial assets in the neighborhood of $366 million, or cable systems that had roughly 183,000 subscribers, going by an average $2,000-per-subscriber price.

One of the loose ends surrounding the deal concerns KKR's interest in SCI Television. George Gillett, owner of Gillett Broadcasting, bought the Storer broadcast station group last summer for $1.3 billion, and it is being operated now as a joint venture of Gillett-controlled entities (55%) and KKR (45%). A Storer spokesman said the price the three cable companies are paying for the stock of SCI Holdings contains a value for KKR's 45% portion of SCI Television. When the transaction is completed, the cable partners will own the Storer cable systems free and clear, while SCI Television will operate as its own entity. Now it is a subsidiary of SCI Holdings. A KKR spokesman said the company intends to remain part of its joint venture with Gillett. That is believed to mean that KKR would compensate the cable buyers for the value of its 45% stake in SCI Television, presently apart of SCI Holdings. When Gillett and Storer set up the joint venture, Storer put up $225 million in debt and equity as part of the overall $1.3-billion purchase. That may be a guidepost for the final disposition of KKR's interest in SCI Television.

The proposed sale brings to an end the saga of Storer's cable properties. Storer Communications went on the market in 1985 (Comcast, at the time, aggressively pursued the company), and was bought by KKR in a $2.5-billion leveraged buyout. KKR sold the broadcast properties to Gillett and hired three investment firms—Morgan Stanley, Drexel Burnham Lambert, and Shearson Lehman—last summer to sell the cable systems. Those firms were "disengaged" in early December, after which talks with the cable consortium, which had earlier expressed an interest in the deal, picked up again. That culminated in the agreement reached on Dec. 24.

A formal contract is expected in the next few weeks with the transaction scheduled to close in the second quarter of 1988. In addition to the federal regulatory approvals, the partners will need the approval of the local jurisdictions in which Storer operates cable systems, which one partner estimates in the hundreds.

The cable partners involved in the sale know they may be operating under the Storer name long after there is, in effect, no Storer. "The fundamental thing that everybody who wanted to be a part of this was that you better be prepared to make an investment, forever, in SCI. If you have any other idea or intent, you can't be apart of this transaction," a source said. □

Continued from page 48.

subscribers as of September. A separate 50% joint venture in New York's Staten Island adds another 25,000 basic subscribers.

Sixth is Warner, which said it had 1,389,705 basic subscribers as of the end of November. Comcast, which follows Warner and Cox with approximately 1.31 million basic subscribers as of late November, could jump ahead of both of them depending on the number of subscribers that are added from its part in the Storer acquisition. The current Comcast tally includes the systems that it owns and operates, as well as those managed in limited partnerships.

United, which ranked eighth in size, reported 1,145,233 basic subscribers at the end of November, including 183,369 subscribers in limited partnerships managed by United.

Privately held Newhouse said it had 1,077,383 basic subscribers as of Dec. 18, through its New Channels, Vision Cable and Metrovision cable systems, placing it ninth on the list. Viacom counted 1,020,300 basic customers as of Sept. 30, putting it in 10th.

The figures in the chart at right, supplied to BROADCASTING by the individual companies, differ from those used by the Motion Picture Association of America, which has been a vocal critic of the increased concentration of ownership in the cable industry. MPAA, for instance, said that before the Storer purchase, the top 10 companies accounted for 55.8% of all cable subscribers. MPAA claims that TCI has 9,387,000 subscribers before the Storer purchase, while the company says it has, at most, 8.2 million.

Last week, MPAA President Jack Valenti charged that "the sale of Storer puts the cable industry in a tighter vise of concentration." Valenti claimed that "the five largest cable companies will now control, directly or indirectly, almost 47% of all subscribers...A few mega-monopolies are taking over the delivery of television to the home, and nobody seems to give a damn."

The top 10, before Storer

(Subscriber figures in millions*)

Company	*Owned systems*	*Affiliated systems*
1. Tele-Communications Inc	5.20	8.20
2. ATC	3.60	3.60
3. Continental Cablevision	2.03	2.03
4. Storer Communications	1.45	1.45
5. Cox Cable	1.41	1.41
Top five total	**13.69**	**16.69**
6. Warner Cable Communications	1.39	1.39
7. Comcast Cable	1.31	1.31
8. United Cable Television	1.15	0**
9. Newhouse Broadcasting	1.08	1.08
10. Viacom Cable	1.02	1.02
Second five total	5.95	4.80
Top 10 total	**19.64**	**21.49**

Note: By using a base of 44 million cable subscribers, the top five MSO's represent 31% and 38% of owned and owned/affiliated systems, respectively.

The corresponding percentages for the top 10 are 45% and 49%.

*Based on figures supplied to BROADCASTING by individual companies.

**Figure is zero because United figures in affiliated column are already included in TCI's 8.2 million.

Ho-ho-hummm... NBC wins Christmas week

Nielsen		Net	Show		AGB
1.	23.5/39	C	60 Minutes	2.	22.1/36
2.	19.6/31	C	Garfield Christmas	11.	17.5/27
3.	19.4/32	A	Growing Pains	1.	22.6/35
4.	19.4/30	N	NBC Monday Movie	3.	21.8/32
5.	18.6/29	C	Claymation Christmas	13.	17.3/25
6.	18.4/30	C	Murder, She Wrote	6.	19.2/29
7.	17.9/34	N	Golden Girls	5.	20.7/36
8.	17.5/30	A	Who's the Boss?	4.	21.4/34
9.	17.4/31	A	Monday Night Football	16.	16.6/29
10.	17.1/29	N	Matlock	9.	17.7/28
11.	16.6/27	N	Christmas in Washington	15.	16.7/27
12.	15.8/24	C	Newhart	17.	16.5/24
13.	15.7/30	N	Amen	7.	18.2/32
14.	15.6/27	A	Moonlighting	8.	18.1/29
15.	15.5/32	N	J.J. Starbuck	23.	15.2/29
16.	15.4/27	N	NBC Sunday Movie	25.	15.0/25
17.	15.3/26	C	CBS Sunday Movie	22.	15.2/24
18.	15.0/38	N	Cosby Show	12.	17.4/39
19.	15.0/24	N	Family Ties	10.	17.6/27
20.	14.6/26	N	NBC Wed. Movie Special	26.	14.9/27
21.	14.4/25	A	Hooperman	33.	13.3/23
22.	14.4/22	C	Designing Women	18.	16.2/23
23.	14.1/24	A	ABC Sun. Movie Special	24.	15.2/24
24.	14.1/25	N	Highway to Heaven	14.	17.0/31
25.	13.8/22	N	My Two Dads	20.	15.8/24
26.	13.6/25	A	Perfect Strangers	37.	12.3/22
27.	13.6/34	N	Different World	19.	16.1/36
28.	13.3/24	C	Jake and the Fatman	29.	14.2/24
29.	13.2/26	N	227	21.	15.8/28
30.	13.0/23	A	Head of the Class	35.	12.6/23
31.	12.3/22	A	Slap Maxwell Story	52.	9.9/17
32.	12.1/30	N	Cheers	27.	14.5/32
33.	11.8/27	C	Mandrell Christmas	28.	14.3/30
34.	11.8/23	N	Facts of Life	30.	14.2/25
35.	11.7/22	A	Dynasty	45.	11.1/20
36.	11.5/25	C	CBS Friday Movie Special	31.	13.7/28
37.	11.5/19	C	Cagney and Lacey	32.	13.3/21
38.	11.4/19	A	MacGyver	38.	12.0/19
39.	11.3/21	A	Thirtysomething	36.	12.3/22
40.	11.1/18	A	Disney Sunday Movie	49.	10.2/16
41.	10.6/20	C	Equalizer	42.	11.3/20
42.	10.5/22	N	Miami Vice	39.	11.8/23
43.	10.3/22	A	20/20	50.	10.2/21
44.	10.1/25	N	Beverly Hills Buntz	40.	11.5/25
45.	9.9/19	C	CBS Saturday Movie	43.	11.3/20
46.	9.8/25	N	L.A. Law	47.	10.9/23
47.	9.5/20	A	Mr. Belvedere	46.	10.9/22
48.	9.5/16	N	Crime Story	44.	11.2/18
49.	9.2/15	A	Spenser: For Hire	62.	8.8/13
50.	9.8/17	A	Ohara	61.	8.8/16
51.	8.9/15	N	Our House	34.	12.7/21
52.	8.5/16	N	NBC News Special	53.	9.8/17
53.	8.4/21	A	ABC Thursday Movie	57.	9.4/21
54.	8.4/17	C	West 57th	55.	9.7/19
55.	8.3/18	N	Private Eye	48.	10.2/21
56.	8.2/15	C	Top of the Pops: Christmas	51.	9.9/18
57.	7.9/17	A	Pursuit of Happiness	59.	9.3/18
58.	7.9/13	C	Houston Knights	66.	7.6/12
59.	7.9/18	N	Rags to Riches	60.	8.9/19
60.	7.7/15	A	Sable	63.	8.3/15
61.	7.6/19	C	Bugs Bunny's Christmas	58.	9.3/21
62.	7.5/19	C	Santabear	56.	9.7/22
63.	7.4/19	C	CBS Thurs. Movie Special	54.	9.7/21
64.	7.2/16	A	I Married Dora	65.	8.0/17
65.	6.6/15	A	Full House	64.	8.0/17
66.	5.5/11	C	The Room	67.	6.5/13
67.	4.0/10	A	Santa Claus: Making of	68.	5.3/12

High definition in high gear in '88

ATSC balloting, FCC steering committee meeting on HDTV on agenda for early part of new year

The interest in high-definition television that intensified throughout the television industry in 1987 has carried unabated into the new year. In addition to a meeting scheduled for later this month in Hawaii continuing a dialogue between officials of the National Association of Broadcasters and Japan's NHK (see page 112) and an HDTV session set for this Saturday (Jan. 9) at the Association of Independent Television Stations convention in Los Angeles (see page 76), several developments are now taking shape to affect the terrestrial broadcasting, cable carriage, production, regulation and standard-setting aspects of HDTV.

The Advanced Television Systems Committee, representing a confederation of industry groups interested in exploring advanced television systems, ended balloting last Thursday (Dec. 31) on whether to accept the formal document that, according to its stated purpose, "defines the basic characteristics of the video signals associated with origination equipment operating in the 1,125-line, 60 hertz high-definition television production system." The standard, developed by the Society of Motion Picture and Television Engineers at the request of ATSC, sets down the scanning parameters, system colorimitry, bandwidth and other specifications to be included in HDTV videotape recorders, cameras and related equipment.

Although results of the voting were unavailable at press time last week, indications were the production standard would be adopted. Sources close to ATSC speculated that most of the 45 companies that were mailed ballots had established positions on the production standard before voting began and were unlikely to have changed them. The standard was sent to a vote of the full ATSC after its T3 subcommittee examining HDTV systems approved it by a vote of 26 for, none against and nine abstentions. If passed, the standard will be submitted to the National Radio Standards Institute for possible passage as the American voluntary standard. It is now being used by the U.S. State Department to outline the American position before the International Radio Consultative Committee (CC[illegible]).

As the ballots were [illegible] letters were also mailed to ATSC [illegible] from proponents of both sides of [illegible]. In a letter dated Dec. 10, Michael [illegible] president of NBC operations and [illegible] services, listed the reasons the network [illegible] opposing the proposal: "After you have given the question sufficient thought you will agree that establishment of an ATSC standard at this time is counterproductive to the promulgation of ATV service in the United States," Sherlock wrote.

Sherlock based his argument on two central points: that the proposed system has failed to gain international acceptance and that it is not "friendly" to the existing NTSC standards. ATSC decided to pursue 1,125/60 standardization, he said, as a compromise "offered in the hope of getting a single worldwide standard." But the opposition to the system expressed by European countries has doomed 1,125/60's chances of being a "worldwide compromise," he said. Several countries in Europe are now working together to develop an alternative

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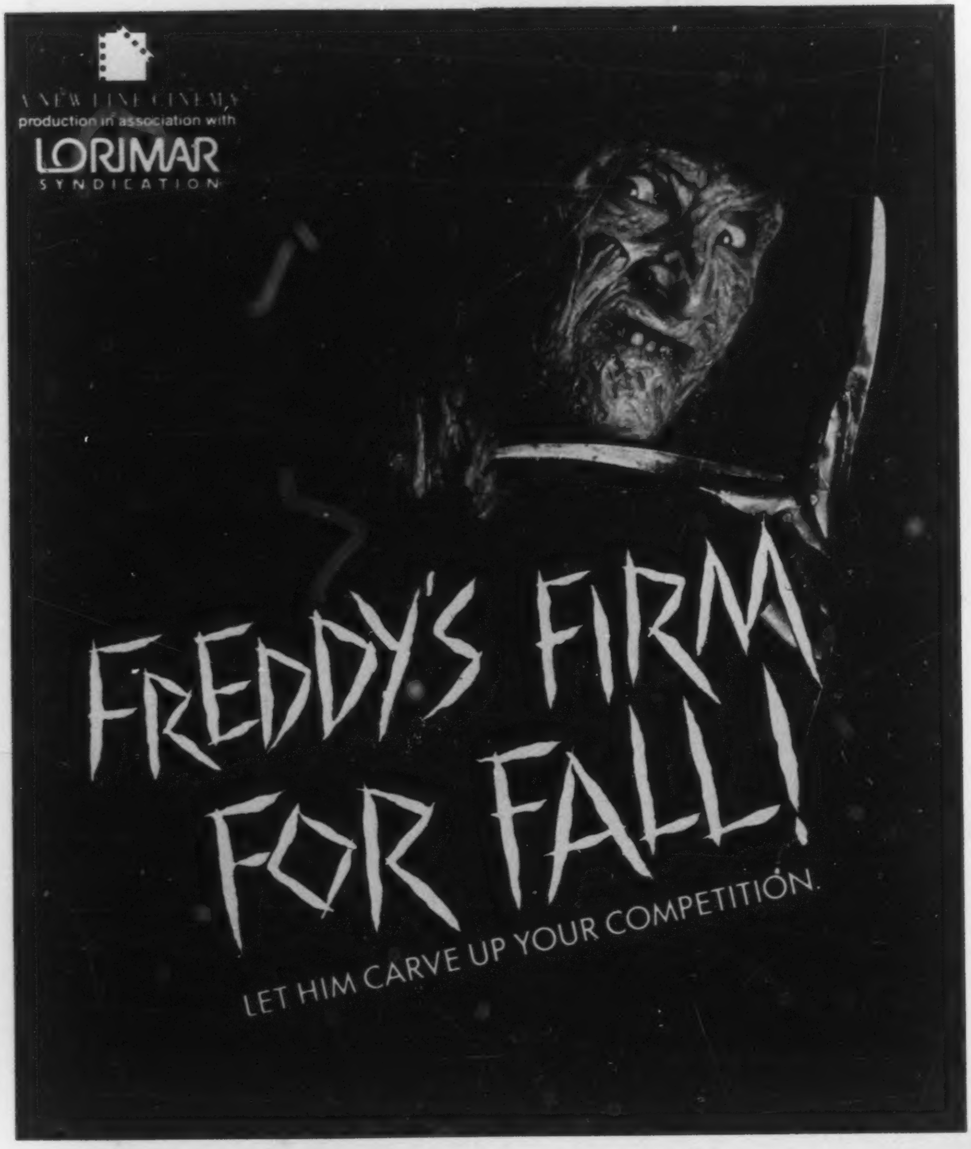
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 11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Court to cable: pay more for copyright

Vol. 114 No. 2

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Independents tackle tough issues in L.A.…page 35.

Hollywood wins copyright victory over cable…page 40.

Fox proposes $40 million prime time remedy…page 41.

Kennedy, Hollings crossownership controversy…page 42.

INDEPENDENTS' DAY 1988 □ INTV officials cheer gains independents have made in increasing their audiences and warn of battles still ahead. **PAGE 35.** □ Business outlook for independents: some good news and a litte bad. **PAGE 36.** □ Dennis Patrick tells independents to avoid government quick fixes for its problems. **PAGE 37.** □ Representatives from broadcasting, production, cable and satellite program service industries discuss independents-cable relationship, among other issues. **PAGE 38.** □ Program suppliers say next two years will be tough ones. **PAGE 39.**

ONE FOR HOLLYWOOD □ Movie industry wins victory in battle over amount of cable copyright fees. **PAGE 40.**

STANDARD APPROVAL □ HDTV standard is approved by Advanced Television Systems Committee and FCC's advanced television advisory steering committee meets for first time. **PAGE 46.**

CHANGE OF COMMAND □ ABC names news veteran, Paul Friedman, executive producer of *ABC World News Tonight with Peter Jennings*, replacing William Lord. **PAGE 48.**

HIT PARADE □ According to Fall Arbitron report, CHR-formatted stations are first in New York and Los Angeles. **PAGE 57.**

NBC CROSSOVER □ NBC Productions says it is close to finalizing deal to supply Disney Channel with children's series that will return to network's schedule at later time. **PAGE 58.**

WHEEL WATCHERS □ November Cassandra report shows King World's *Wheel of Fortune* still rolling over competition. **PAGE 59.**

CABLE INSPECTION □ Concerned about some cable systems' refusal to carry local broadcast signals, channel repositioning and lack of responsiveness to subscribers, group of congressmen call for hearings on cable medium. **PAGE 62.**

MAKING IT HAPPEN □ Although he has found himself operating within soft national spot advertising market of late, Christal Radio's Bill Fortenbaugh believes in long-term future of radio advertising. **PAGE 95.**

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6

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include Burton Benjamin, Dan Rather, Robert Trout, Sander Vanocur, Mike Wallace, Av Westin and Morley Safer. MOB, New York. Information: (212) 752-4690.

■ **Jan. 12-14**—"Marketing Your Station for Success," management seminar sponsored by *Television Bureau of Advertising*. TVB headquarters, New York. Information: (212) 486-1111.

Jan. 13—*International Radio and Television Society* newsmaker luncheon, "Super Bowl XXII." Panelists: Frank Gifford, Al Michaels, Dan Dierdorf, Dennis Swanson, Ken Wolfe and Larry Kamm, TV sports executives adn announcers. Waldorf-Astoria, New York.

Jan. 13—"Investigative Reporting: What's the Real Story?" session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

■ **Jan. 14**—*National Academy of Television Arts and Sciences, Washington chapter,* meeting. Duke Zeibert's, Washington.

Jan. 14-15—*Virginia Association of Broadcasters* winter meeting and legislative reception. Richmond Marriot, Richmond, Va.

Jan. 15—*Cabletelevision Advertising Bureau* cable television political advertising workshop. Caucus Room, Cannon House Office Building, Washington.

Jan. 15—Deadline for entries in Achievement in Children's Television Awards, for "significant contributions toward improving service to children on broadcast and cable television (recently extended to home video)," sponsored by *Action for Children's Television*. Information: (617) 876-6620.

Jan. 15—Deadline for entries in Angel Awards for "most outstanding productions of moral and/or social impact in communications." Beverly Wilshire, Los Angeles. Information: (213) 731-1600.

Jan. 15—Deadline for entries in Broadcast Media Awards, sponsored by *International Reading Association*. Information: (302) 731-1600.

Jan. 15—Deadline for entries in 36th annual *Associated Press Television Radio Association of California-Nevada* news competition. (213) 746-1200.

Jan. 15—Deadline for entries in fourth annual HAWRT Awards, recognizing "outstanding women in Bay Area communications industry," sponsored by *American Women in Radio and Television, Florida Hurricane chapter*. Information: (813) 579-9119.

Jan. 15—Deadline for entries in Jack R. Howard Broadcast Awards competition, sponsored by *Scripps Howard Foundation*, presented to "large and small market radio and television stations for journalistic excellence in news reporting." Information: (513) 977-3035.

Jan. 15-17—*Alabama Broadcasters Association* winter convention. Sheraton Capstone, Tuscaloosa, Ala.

Jan. 15-22—*National Association of Broadcasters* joint board meeting. Mauna Lani Bay hotel, Kohala Coast, Hawaii.

Also in January

Jan. 18—*Home Box Office* press tour during Television Critics Association press tour. Sheraton at Redondo Beach, Redondo Beach, Calif. Information: (212) 512-1000.

Jan. 18-19—*Washington State Cable Communications Association* annual convention and legislative conference. Sheraton Tacoma hotel, Tacoma, Washington. Information: Kari Spencer, (206) 851-6290.

Jan. 19-21—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Information: (404) 993-2200.

Jan. 20—*New York Television Academy* drop-in luncheon. Speaker: Robert MacNeil, *MacNeil/Lehrer NewsHour*. Copacabana, New York. Information: (212) 765-2450.

Jan. 20—*Federal Communications Bar Association* luncheon. Speaker: Judge Kenneth Starr, U.S. Court of Appeals for D.C. Circuit, Marriott, Washington.

Jan. 20—*Pennsylvania Cable Television Association* fifth annual winter workshop, "Improving Customer Service." Marriott Inn, Harrisburg, Pa. Information: Bill Cologie, (717) 234-2190.

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affiliates are going to be apprehensive. "But, on the other hand, they all recognize that it's important for us to develop our own talent and to make sure that we're as active in the creative comunity as possible," he said. If NBC creates programs for other entities, he said, it "allows us to be stronger in terms of our contacts, relationships and production capabilities" for programs intended for the network.

Despite the network's interest in stepping up in-house production, Wright said, NBC also desires to improve its relations with the Hollywood production community. The network's agreement to cover the deficit financing for the new midseason series, *Sonny Spoon*, a co-venture between Stephen J. Cannell Productions and NBC Productions, is one example of how the network intends to achieve its goal, according to Wright.

Although the concept of a network covering deficit financing is not new—Tartikoff pointed to similar arrangements for *Little House on the Prairie* and *Punky Brewster*—Wright expects to see an increase in such financing deals.

"I think there's a pattern there of... working through these issues which I hope will involve a number of other producers or number of other companies," he said. Wright called the Cannell pact "ground breaking," and said it shows the "sort of creativity and flexibility that we want to demonstrate."

The day could come, Wright noted, that NBC may entirely bypass studios and deal directly with young writers, producers, thereby avoiding many of the costs associated with a major production entity. □

Grossman again asks for removal of equal time rule for coverage of presidential and VP campaigns

NBC News President Lawrence Grossman renewed his plea to the U.S. Congress to suspend the "equal opportunities" provision of the Communications Act for broadcast coverage of the presidential and vice presidential election campaigns. Grossman said the suspension would enable the networks to produce documentaries and election specials that are not now produceable because the law requires that all candidates be given comparable access to the airwaves outside of hard-news broadcasts.

Grossman made the suggestion at the NBC press tour in Los Angeles last week. As to the election coverage itself, he said, it was likely NBC would have more hours of coverage than in previous years. However, estimating the amount of coverage at this point is difficult, he said, because of the possibility that the Democratic convention, may, "for the first time in decades," be a brokered convention.

If the Democrats actually determine who their nominee will be at the convention (both Republican and Democratic conventions in recent history have been "cheerleading sessions" for the front-runner, Grossman said), the networks will likely provide a lot more coverage, said Grossman. The question then becomes, he said, how much coverage to give the other convention, even if it is a cheerleading session. "We won't use a rigorous equal time standard, but we will have a sense of balance and fairness," said Grossman. "If we give 30 hours of coverage to one, we won't necessarily give 30 hours to the other. But it would get more than two hours."

Development details. NBC revealed last week that Emmy Award-winner Jim Hensen will produce and star in ***Jim Hensen Presents***, a one-hour series tentatively scheduled for January 1989. Hensen will develop new "Muppet-like" characters for the family show, which will contain a variety of short stories, entertainment features, guest appearances and information.

Addressing reporters at last week's television critics press tour in Los Angeles, Brandon Tartikoff, president of NBC Entertainment, also said: the network will introduce two new prime time serials this summer, probably in late June, as part of its effort to put more original programing on the air in the summer months; NBC Productions has as many as six pilots in development, an increase over last season, and that of all the shows in development for the network next fall, 90% have demographics equivalent to *ALF* and *L.A. Law*.

He also expressed the network's commitment to *The Bronx Zoo* and *Beverly Hills Buntz*, two "designated hitters" that will find a permanent place on the schedule in March.

Responding to charges from Democratic presidential hopeful Gary Hart that the press has gone too far in covering the private lives of the candidates, Grossman said that part of NBC's obligation to viewers is to "identify the character and personality of the candidate." He said the "test" every NBC News presidential campaign story must pass to air is: "Does that add to the question of what kind of President he will make?"

Grossman also released the topics of a number of upcoming prime time news specials and documentaries. They include: "Homeless in America," "Women Behind Bars," "Stress," "Asian American Kids," "Islam," "The Pension Game," "American Men in the 80's" and "The Aging of America." □

'Wheel of Fortune' still on top

It's in first place again in November Cassandra resport; 'PM Magazine' takes second place from 'Jeopardy'

The results of the November Cassandra report are in, with King World's *Wheel of Fortune* grabbing its 16th consecutive first-place finish with a 19 household rating (BROADCASTING, Jan. 4). That finish was off slightly compared to November 1986, when the show had a 19.3 rating. It was seen in 199 markets covering 99.3% of the country both in November 1987 and November 1986.

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try both in November 1987 and November 1986.

Wheel remained in first place in the major adult demographic categories, as it was last year, but was down slightly. Among all women, the show was down from a 16.3 last year to a 16.1; among men, the show was down from a 11.7 to an 11.5, and among all adults, it was down from a 14.2 to a 13.9.

Second place in the November 1987 Cassandra's belonged to Group W Television Sales' *P.M. Magazine* (26 markets covering 24.7% of the country), with a 12.3 rating, breaking a streak of eight consecutive second-place finishes for King World's *Jeopardy*. *P.M.* finished in third place last year when it was in 45 markets covering 36.6% of the country. At that time it was syndicated by Group W Productions (Group W Television's syndication division) before it was moved to Television Sales (the Group W Television division responsible for syndication of specials produced by the Group W stations, and for barter sales).

With *P.M.'s* climb in the ratings, *The Oprah Winfrey Show* (190 markets covering 98.7% of the country) fell to fourth place with a 10.5, but was up almost 28% in ratings compared to last year. In November 1986, that show had an eighth-placed 7.7, when it appeared in 131 markets covering 89.3% of the country.

Among access shows, Paramount's *Entertainment Tonight* fell from a 7.5 household rating in November 1986 (when it was in 140 markets covering 87.6% of the country) to a 6.6 household rating in November 1987 (when it was in 134 markets covering 86.9% of the country).

Buena Vista Television's *Win, Lose or Draw*, syndication's highest ranking debut this fall, had a ninth-placed 7 household ranking in the November 1987 book. *Win, Lose or Draw* is making a move on many stations' schedules into access.

Among off-network premieres this November, Paramount's *Family Ties* (172 markets, covering 94% of the country) finished fifth with an 8 rating. Paramount's *Cheers* (144 markets covering 85% of the country) had a 6.8.

Rep executives said that despite the positive household and demographic numbers for *Family Ties*, the show has posted disappointing ratings in a number of markets. Dick Kurlander, vice president of programing for Petry Television, said the numbers for *Family Ties* in access (outside the top 50 markets where off-network programing can be carried in access) also have been "disappointing," and could force a new evaluation of half-hours (especially, he said, given the prices paid for *Cosby* and *Who's the Boss*).

Among animated shows, the November 1987 numbers easily demonstrated the dominance in that programing genre of softer forms of animation. Buena Vista's *Duck Tails* was first among children, aged 2 through 11, with a 12.5, followed by Columbia Pictures Television's *Real Ghostbusters* (9.1), and DFS Program Exchange's *Dennis the Menace* (8.1). □

Cassandra syndicated program scoreboard

	No. of mkts	Rating	Share	Percent coverage
Wheel of Fortune	199	19.0	32	99.3
PM Magazine	26	12.3	21	24.7
Jeopardy	189	12.1	26	98.7
Oprah Winfrey Show	190	10.5	31	98.8
Family Ties	172	8.0	15	94.0
People's Court	187	7.9	20	97.5
M*A*S*H	161	7.5	17	89.1
Donahue	186	7.4	29	98.1
Win, Lose or Draw	128	7.0	18	74.9
Southwest Conference Football	20	6.9	23	7.5
Cheers	144	6.8	15	85.0
Entertainment Tonight	134	6.6	14	86.9
Hollywood Squares	129	6.4	15	83.5
Three's Company	122	6.3	14	77.9
A-Team	26	6.0	13	25.0
Hee Haw	159	6.0	15	79.8
Star Trek Next Generation	181	6.0	14	95.4
Facts of Life	113	5.9	13	81.1
21 Jump Street	113	5.9	9	86.0
New Newlywed Game	143	5.5	13	83.4
Diff'rent Strokes	91	5.3	13	65.8
Small Wonder	114	5.3	13	79.6
Out Of This World	94	5.2	11	77.0
Mama's Family	148	5.1	12	87.6
National Geographic	124	5.1	11	74.1
Magnum, P.I.	127	5.0	14	84.0
Married...with Children	113	5.0	7	86.0
Judge	93	4.9	17	71.6
Big 10 Football	42	4.8	18	25.3
Gimme A Break	92	4.7	10	63.2
She's The Sheriff	156	4.7	10	91.7
Divorce Court	111	4.6	16	79.2
Punky Brewster	20	4.6	9	24.3
Superior Court	115	4.5	15	75.8
Silver Spoons	63	4.4	9	56.0
Webster	59	4.4	10	47.0
Barnaby Jones	25	4.3	14	33.1

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Viewers to get cable preview via KDNL-TV

Cable co-op buys time on independent St. Louis station for promotional campaign slated for later this month

Six cable operators in the St. Louis area have bought two three-hour prime time programing blocks on independent (ch. 30) KDNL-TV St. Louis and will air cable programing in a subscriber acquisition campaign slated for late January. The six cable companies putting together the effort are Cencom Cable Associates, Continental Cablevision, TCI Cablevision, American Cablevision, STL Cablevision and City Cable.

The cost of "Cablevision '88" will exceed $80,000, according John Clark Jr., vice president of marketing and programing for Cencom Cable and president of the Cable Association of Greater St. Louis, formed by the six companies. The co-op members and cable programers will share the cost of the promotion effort.

"What we're trying to accomplish is to not only give viewers a cross-section sampling of the quality of cable programing," said Clark, "but we've also tried to tailor the cable programing to the St. Louis market." Indeed, parts of the preview, which runs from 7 p.m. to 10 p.m. on Tuesday, Jan. 26, and Wednesday, Jan. 27, have a direct St. Louis connection.

It will be hosted by former *Jeopardy* host and St. Louis native, Art Fleming, and Cable News Network correspondent Lynn Vaughn. Tuesday's lineup begins with a two-part HBO concert by Tina Turner (a native of East St. Louis), and will be followed by CNN's *Larry King Live* at 8:30 p.m. At 9 p.m. the preview picks up the Financial News Network's *Fans Speak Out*, which is hosted by former University of Missouri graduate, Todd Donaho. It will be followed by the Missouri installment from WTBS(TV) Atlanta's *Portrait of America* series, hosted by Hal Holbrook. Featured guests throughout that evening will include HBO's Les Read, an on-air talent; former Kansas City Chief Len Dawson; boxer Joe Frazier, and musical performers Lesley Gore and the Oak Ridge Boys.

On Wednesday, a two-part Herbie Hancock special will open the evening, followed by Arts & Entertainment's *Slatkin: A Symphony*, featuring the St. Louis symphony. The preview will switch live to CNN at 9 p.m. and then switch live again to the Disney Channel at 9:15. Showtime will be featured prominently in the interstitial ele-

NBC stands 15-0 at midseason

Nielsen	□	Net	□ Show	□	AGB
1.	25.4/42	N	Golden Girls	1.	26.7/42
2.	25.2/35	C	Murder, She Wrote	2.	25.9/36
3.	22./32	C	60 Minutes	4.	23.6/34
4.	21.2/32	C	CBS Sunday Movie	3.	24.4/36
5.	20.8/35	N	Orange Bowl	9.	19.7/32
6.	19.8/32	N	Cosby Show	5.	21.5/37
7.	19.6/34	N	Amen	7.	21.4/35
8.	19.5/28	N	My Two Dads	12.	19.2/26
9.	19.4/27	N	Family Ties	6.	21.5/29
10.	18.8/31	N	227	10.	19.7/31
11.	18.5/29	A	Growing Pains	14.	19.2/29
12.	18.4/29	A	Who's the Boss?	15.	18.6/29
13.	18.3/32	N	NBC Sunday Movie	16.	18.2/32
14.	17.5/28	N	Unsolved Mysteries	13.	19.2/31
15.	17.5/38	N	NBC News Special	25.	16.5/28
16.	17.5/34	N	Different World	17.	18.2/33
17.	17.5/28	N	Matlock	26.	16.5/25
18.	17./28	N	NBC Monday Movie	18.	17.9/28
19.	16.9/27	N	Valerie's Family	8.	19.6/30
20.	16.4/26	N	ALF	11.	19.4/29
21.	16.4/26	N	Hunter	35.	15.1/23
22.	16.4/28	N	Facts of Life	22.	17.1/28
23.	16.3/27	A	Head of the Class	37.	14.8/23
24.	15.9/29	N	J.J. Starbuck	31.	15.8/27
25.	15.9/32	N	Cheers	23.	17./32
26.	15.4/26	A	Perfect Strangers	40.	13.8/22
27.	15.4/24	A	Moonlighting	29.	16.1/25
28.	14.7/24	A	Hooperman	39.	14.2/23
29.	14.7/25	A	Monday Night Football	38.	14.6/24
30.	14.4/23	C	Kate and Allie	19.	17.6/27
31.	14.4/22	C	Newhart	24.	16.8/25
32.	14.1/22	C	Designing Women	33.	15.4/24
33.	14./20	N	Our House	20.	17.2/24
34.	13.8/23	N	Highway to Heaven	21.	17.2/27
35.	13.7/30	A	Disney Sunday Movie	30.	16./23
36.	13.7/29	N	Night Court	28.	16.1/31
37.	13.5/23	A	Dynasty	47.	12.3/21
38.	13.2/22	C	CBS Special Movie	34.	15.2/24
39.	12.8/20	A	Mr. Belvedere	41.	13.8/21
40.	12.8/20	C	Beauty and the Beast	36.	14.9/23
41.	12.7/21	C	High Mountain Rangers*	27.	16.4/26
42.	12.6/20	A	Slap Maxwell Story	49.	12./19
43.	12./19	A	I Married Dora	42.	13.1/20
44.	12./21	C	Cagney and Lacey	46.	12.3/20
45.	12./21	N	Crime Story	54.	11.5/20
46.	11.8/20	A	20/20	52.	11.9/19
47.	11.8/19	C	Frank's Place	32.	15.4/23
48.	11.4/18	C	Jake and the Fatman	56.	11.5/18
49.	11./15	A	Spenser: For Hire	51.	11.9/16
50.	11./20	A	Thirtysomething	50.	11.9/21
51.	11./18	A	Pursuit of Happiness	58.	11.2/17
52.	11./16	A	Dolly	45.	12.8/18
53.	11./25	N	King Orange Jamboree	43.	13./26
54.	10.9/19	C	Law and Harry McGraw	55.	11.5/20
55.	10.5/16	A	Full House	48.	12.2/18
56.	10.4/17	C	Houston Knights	44.	12.9/21
57.	10.2/18	A	Hotel	59.	10.9/19
58.	10.2/16	A	Buck James	60.	10.8/17
59.	10.2/17	C	Kennedy Center Honors	57.	11.3/19
60.	9.1/16	C	West 57th	53.	11.6/20
61.	8.5/14	C	China Odyssey: Empire	62.	9.3/15
62.	8.3/14	A	Ohara	66.	8.8/14
63.	8./15	A	Sledge Hammer!	69.	7.4/13
64.	7.8/12	C	Houston Knights	65.	8.9/14
65.	7.8/15	C	Bugs Bunny's Mad World	61.	10.2/18
66.	7.4/16	A	ABC Thursday Movie	63.	9.2/18
67.	6.9/11	A	ABC News Special	70.	7.1/11
68.	6.7/11	A	Sable	67.	8.2/13
69.	6.5/13	C	Betty Boop Special	64.	9.2/16
70.	6./13	C	CBS Special Movie	34.	15.2/24

ments on Wednesday night, with comedians Garry Shandling and Gallagher appearing, along with local comedians from a St. Louis club, which is part of Showtime's local comedy club programing.

The St. Louis angle of the broadcast preview, said Clark, is designed both to increase viewership and showcase cable's programing variety. Clark said a similar preview in December 1986, with Cencom only, added over 700 subscribers to its rolls and co-op members hope to more than double that this time around. "We recognize that to take cable from 50% to 60%, we will need to add additional marketing layers," said Clark. Cencom alone counts 145,000 subscribers in its four area systems, said Clark, and has a 50% penetration rate, similar to the co-op wide average. In addition to the programing, the co-op plans to heavily promote the event with local print and tune-in advertising.

William Viands Jr., vice president and general manager of KDNL-TV, a Fox affiliate, said he was "enthusiastic" about the joint effort. In addition to the revenue, $6,000 per hour, the station enhances its public relations with the cable operators. Although the latter aren't selling advertising within the schedule, the preview, unlike the earlier one, will be rated. The station has subscribed to a January book and will get a better idea of how much viewing takes place.

"We're a cable friendly station," said Viands. "Being a UHF station, the cable systems have been very good to us in extending our reach and giving everyone a quality picture," he said. "We don't see any reason

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David Koon
General Manager
KLMB Radio
Shreveport, Louisiana

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17N 78 58 58W.

- Portsmouth, VA, WYAH, ch. 27—871221-Application (BPCT840621KH) dismissed for CP to relocate main studio location to nearby CBN Center in Virginia Beach, VA.

Actions

Commission Actions

- Indecency—Responding to petitions for clarification and reconsideration, FCC generally reaffirmed its April 1987 findings of indecency against WYSP(FM), Philadelphia; KPFK-FM, Los Angeles, and KCSB-FM, Santa Barbara, CA. (By MO&O [FCC 87-365] adopted Nov. 24, 1987 by commission.)

- Aguadilla, PR—Consented to assignment of license of WVEO-TV at Aquadilla from Seglares Iglesia Catolica Inc., to James C. Leake, on condition that licensee construct main studio at Aquadilla and originate some local programing within 18 months. (By MO&O [FCC 87-377] adopted Dec. 3, 1987 by commission.)

- Licensing Procedures—Declined to relax operational and licensing requirements for broadcast auxiliary services. (MM Docket 86-405 by MO&O [FCC 87-390] adopted Dec. 15, 1987 by commission.)

- Fort Myers Villas, FL—Reaffirmed grant of new FM station to Sunshine Broadcasting Inc. at Fort Myers Villas, thus denying competing applicant, L.B.C. Inc., reconsideration. (MM dockets 83-1332, 83-1334 by MO&O [FCC 87-392] adopted Dec. 21, 1987 by commission.)

Staff Actions

- Los Angeles—Extended to Jan. 25 date for filing comments on complaint of National Association for Better Broadcasting against KCOP(TV) Los Angeles. (By Order [DA 87-1693] adopted Dec. 23, 1987 by chief, Mass Media Bureau.)

- Rayne, LA—Designated for hearing seven applications for FM station on channel 294A (106.7 MHz) at Rayne. (MM Docket 87-560 by Order [DA 87-1801] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

- Lawton, OK—Correction to order designating for hearing mutually exclusive applications of Day Broadcasting and Barton W. Ratliff for new TV station on channel 45 at Lawton. (MM Docket 87-550, by Order [DA 87-1781] adopted Nov. 30, 1987, by chief, video services division, Mass Media Bureau.)

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- Murrells Inlet, SC—audio services division chief requests verification of financial qualifications of applicants for channel 233A. Action by chief, audio services division, Dec. 30, 1987 by letters.

- South Padre Island, TX—Designated for hearing mutually exclusive applications of Susan Lundborg and Rio Bravo Ltd. for new FM station on channel 237A (95.3 MHz); dismissed applications of Tony A. Cranford, Texas Media Group Inc., and South Padre FM Group. (MM Docket 87-561, by Order [DA 87-1802] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

- Woodstock, VT—Designated for hearing mutually exclusive applications of Robert and Shirley Wolf, Devine Providence Broadcasting Inc., Katherine T. McCann and Jerry Young for new FM station on channel 230A (93.9 MHz) at Woodstock. (MM Docket 87-562 [DA 87-1803] adopted Dec. 8, 1987 by chief, audio services division, Mass Media Bureau.)

Review Board Actions

- Eureka, CA—Granted application of James and Sharon Deon Sepulveda for new TV station at Eureka. (By decision [FCC 87R-69] adopted Dec. 21, 1987 by review board.)

- Buffalo and Mineola, both New York—Partially granted motion by Empire State Broadcasting Corp., licensee of WWKB(AM) at Buffalo, for waiver of section 1.301(b) so it can appeal presiding ALJ's denial of its motion for summary decision; dismissed Empire State's motion for immediate stay of hearing proceedings; and denied motion to strike filed by Bursam Communications Corp., licensee of WTHE(AM) Mineola. (MM Docket 87-110 by MO&O [FCC 87R-68] adopted Dec. 14, 1987 by review board.)

ALJ Actions

- Bluefield, WV—Granted application of Living Faith Ministries Inc. for commercial TV station on channel 40 at Bluefield. (MM Docket 86-345 by summary decision [FCC 87D-47] issued Dec. 16, 1987 by ALJ John M. Frysiak.)

Call Letters

Applications

Call	Sought by
New FM's	
KRKQ	Michael Robert Birdsill, Chester, CA
WJLF	Central Florida Educational Network, Gainesville, FL
KHHI	Irving A. Uram, Hilo, HI
WBBS	Berkshire Broadcasting-South Inc., Great Barrington, MA
KCHK-FM	Kingsley H. Murphy Jr., New Prague, MN
WOXD	Lafayette County Broadcasting Corp., Oxford, MS
WAYC-FM	Cessna Communications Inc., Bedford, PA

Grants

Call	Awarded to
New FM's	
KXRJ	Arkansas Tech University, Russellville, AR
KDFR	Family Stations Inc., Des Moines, IA
KKWQ	Demolee Communications Inc., Warroad, MN
Existing AM's	
WLIT	WMOO Trio Broadcasting Inc., Mobile, AL
WWAM	WIKX Beasley Broadcast Group, North Fort Myers, FL
WSGX	WWZZ Hugh Keith Enterprises, Sarasota, FL
WSNX	WTRV Goodrich Theaters Inc., Muskegon, MI
WNAW	WMNB Berkshire Broadcasting Co. Inc., North Adams, MA
WBBO	WHCH Rutherford County Radio Co. Inc., Forest City, NC
WPLJ	WKRZ Beatrice Broadcasting Corp., Wilkes-Barre, PA
KKFN	KYKC Vaughn Broadcasting Group, Sioux Falls, SD
WWHY	WXKY Cory Communications Inc., Milan, TN
KMMX	KCHL Vision Communications Inc., San Antonio, TX
KZQQ	KRGO Group Communications Inc., West Valley City, UT
Existing FM's	
KIPR	KFXE Cornerstone Broadasting Corp., Pine Bluff, AR
WCGY	WCGY-FM Gowdy Family Limited Partnership, Lawrence, MA
WMNB	WMNB-FM Berkshire Broadcasting Co. Inc., North Adams, MA
KDAM	KLCQ Twain Lake Broadcasting Inc., Monroe City, MO
WCKZ-FM	WLIT-FM Beasley Broadcasting of Charlotte Inc., Gastonia, NC
KKRX-FM	KRLG KCCO-KRLG Inc., Lawton, OK
WKST-FM	WFEM Great Scott Broadcasting, Ellwood City, PA
WLWZ	WTLT American Comm. of Greenville South Carolina Inc., Easley, SC
WSYN	WAZX Beach Broadcasting of South Carolina Inc., Georgetown, SC
KKLS-FM	KIOV Southern Minnesota Broadcasting Co., Sioux Falls, SD
KMMX-FM	KMMX Vision Communications Inc., Terrell Hills, TX
Existing TV's	
KCCW-TV	KNMT Midwest Call Letters Inc., Walker, MN
WWOR-TV	WWOR WWOR-TV Inc., Secaucus, NJ

Notes: Grant of call sign for FM station WDFR assigned to Family Stations Inc., Des Moines, IA, has been set aside.

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,59[illegible]
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Vol. 114 No. 3

Broadcasting ▪ Jan 18

Following Campaign '88...page 43.

FCC inquires into TV broadcast of R-rated film...page 46.

Sorting out year's worth of peoplemeter...page 47.

THE MAKING OF A PRESIDENT ☐ It is not only proliferation of news operations focusing on Campaign '88 that is setting it apart from previous presidential election years. BROADCASTING's coverage of Fifth Estate's election coverage begins with overview by chief correspondent, Leonard Zeidenberg on **PAGE 43.**

REINSCH REMEMBERS ☐ From FDR to LBJ, J. Leonard Reinsch has culled memories of Democratic national conventions and presidential campaigns since 1944. His experience as radio and then TV director of those events—as well as advice to planners of future conventions—are highlighted in excerpts from his new book. **PAGE 44.**

QUESTION OF INDECENCY ☐ FCC informs KZKC-TV Kansas City, Mo., that station's broadcast of R-rated film may have violated federal statute barring indecency. **PAGE 46.**

NAB IN HAWAII ☐ Association's board meets in Hawaii this week to plan Washington lobbying strategy and set priorities for new year. **PAGE 48.**

MORE FROM UPI RADIO ☐ UPI Radio Network's format changes include more news offerings and new schedule for religious programing. **PAGE 79.**

BETWEEN NOW AND NATPE ☐ Business of syndicated television programing heats up during this critical sales season—between INTV and NATPE International conventions. **PAGE 84.**

THINK CABLE ☐ Headed by actress-producer, Shelley Duvall, Think Entertainment is formed to develop, produce and distribute first-run exclusive programing for cable. TCI, UA Communications, United Cable and Newhouse have ownership interests. **PAGE 86.**

'DUMB' DECISION ☐ At Los Angeles press tour, PBS President Bruce Christensen says noncommercial TV network will join fight to overturn must-carry decision, accusing FCC of "asinine decision" for not lobbying for exemption for PBS stations. **PAGE 88.**

MORE PRIME TIME NEWS ☐ CBS News begins its third hour of prime time programing with debut of *48 Hours* on Jan. 19 at 8 p.m. (NYT), hosted by *CBS Evening News* anchor, Dan Rather. **PAGE 98.**

MARKET MAN ☐ Broadcast securities analyst, Rich MacDonald, has seen his fortunes rise with those of Fifth Estate. **PAGE 119.**

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office. □
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launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio.

David J. Brugger, senior vice president at Corporation for Public Broadcasting, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programing, remains acting president of American Public Radio.

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991. Requests for proposals and are due Jan. 25.

□

Syndex. In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

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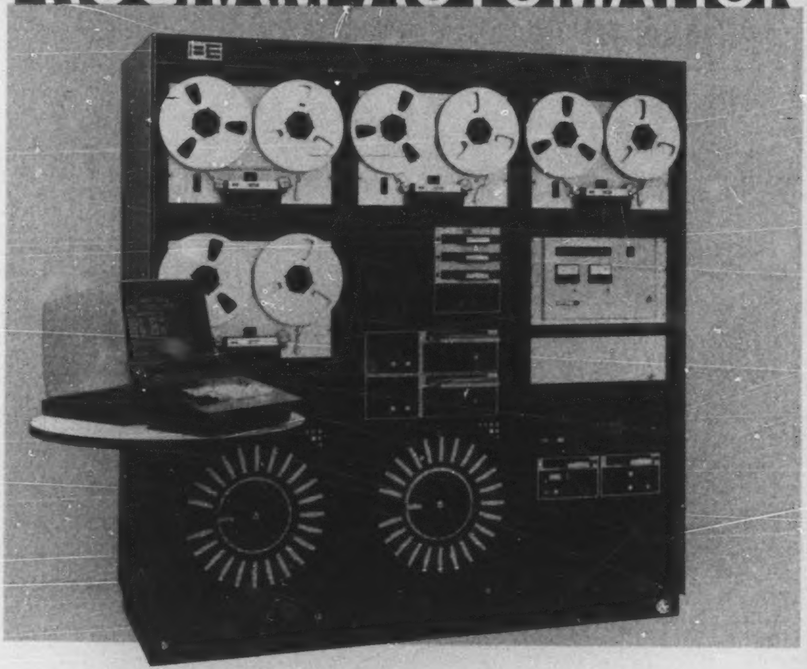

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35,700 subscribers.

Sam Attolico, general manager of a Post-Newsweek system in Sioux City (18,000 subscribers), said the system has seen only a few thousand dollars to date, from the Jackson and Dole campaigns, mostly in CNN, ESPN and CBN. Attolico said the system has taken calls from the Bush and Dukakis campaigns and he expects some pickup this week as caucus day approaches.

Many of the presidential campaigns were keeping their advertising plans and spending figures close to vest. Cathy Farrell, of Farrell Media, which is handling the media buys for Bush, would not detail the vice president's plans. A Kemp spokesman said the candidate has had ads on since November, mostly television, some radio and no cable, and will run commercials up to caucus day. A Dole spokesman said the candidate had bought radio and television in Iowa, and no cable, with the same being true for New Hampshire. Alexander Haig is not running ads in Iowa, concentrating on New Hampshire, instead.

On the Democratic side, a Simon spokesman said the candidate has bought two, two-week flights in Iowa costing $100,000 each. The spots ran in four or five TV markets, said press spokesman David Karl, and on CNN. He said the candidate has bought some radio and will do so again. Simon has also made one $150,000 buy for New Hampshire, and plans others.

Babbitt has also been active in the state, running a four-commercial, $250,000 campaign last summer, on several Des Moines and Cedar Rapids television stations (75%) and some cable systems (25%). The campaigns kicks off another flight today, running through Feb. 8, that includes two commercials in a $65,000 buy. Vada Manager, a Babbitt press spokesman, said the buy includes "a small percentage on radio."

A Dukakis spokesman said the campaign has made one $25,000 television buy and may do some radio, in addition to its cable plans. A Jackson spokesman said the candidate had no media buys planned, although several cable operators in the state report seeing some local Jackson money. The spokesman said Jackson spending would depend on the financial ability of the campaign, but that radio and cable were being looked at as lower-cost alternatives to broadcast television. A Gore spokesman said the campaign has made no media buys to date and would keep future plans close to the vest. It did not appear that there would be any media spending from the Gary Hart campaign according to broadcast and cable observers.

Changing the political advertising equation

This election year sees increased competition for candidate's dollars from independent stations and cable

The political advertising landscape will take on a new dimension in 1988 as independent TV stations and the cable industry launch aggressive marketing campaigns for a piece of the estimated $250 million-$300 million that politicians are expected to invest in TV advertising.

While specific estimates vary on just how much money will be spent this year on political TV ads, political advisers, media consultants and industry observers agree that the total will be up substantially from the $153,824,000 spent in 1984 when Ronald Reagan beat Walter Mondale. That figure, provided by the Television Bureau of Advertising, included a breakdown showing $43,652,500 for the networks and $110,171,500 for spot ads. Like political media consultant David Garth, many now predict that political TV ad spending will total $250 million to $350 million.

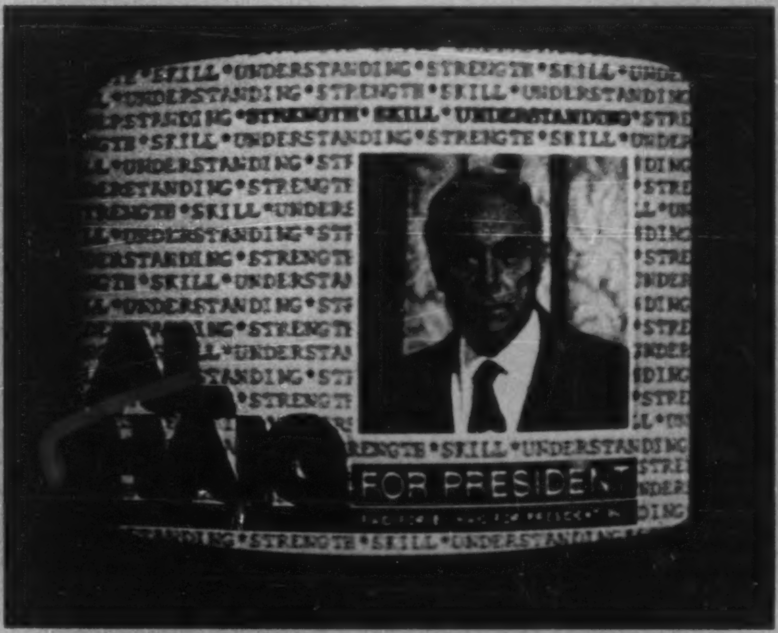
"Money being spent on media is going up faster than the growth of the economy and inflation," said political media consultant Tom Edmonds, president of Edmonds Associates, Alexandria, Va. Multi Media Services Corp., a media placement firm founded by Edmonds, whose clients include presidential candidate Senator Robert Dole (R-Kan.), will place $40 million in political advertising this year, 98% of it in television and radio.

One key factor affecting political TV ad spending this year is that for the first time since 1968 an incumbent president is not running for reelection. This means that more money will be spent during the primaries, likely altering past ratios of money spent for network versus national spot and local ads.

In addition to the 13 major candidates vying for the White House, there are 33 Senate seats open, along with 13 governor races (versus 36 in 1986), all of the House of Representatives and numerous state and city offices.

"In this environment, when you have so many political candidates, there is an abundant need for them to get recognized," William Moll, president of the Television Bureau of Advertising, said of the race for the White House.

While the bulk of the political TV ad sales will take place 45-60 days before the Nov. 4 election, the marketing campaigns are getting under way as some money starts to flow



Political TV ad spending in presidential election years

Year	Network	Spot	Total
1972	$6,519,100	$18,061,000	$24,580,100
1976	$7,906,500	$42,935,700	$50,842,200
1980	$20,699,700	$69,870,300	$90,570,000
1984	$43,652,500	$110,171,500	$153,824,000

Figures supplied by Television Bureau of Advertising, New York.

in for the Iowa caucus, the New Hampshire primary and Super Tuesday which involves 21 mostly Southern states. And some political media observers say there may be other changes in the way money may be spent, including national advertising by candidates before the Democratic and Republican conventions.

The Cabletelevision Advertising Bureau, in conjunction with the National Cable Television Association, sponsored a political advertising workshop on Capitol Hill last Friday (Jan. 15). At the INTV convention in Los Angeles a week earlier, a packed session on political advertising ended with a standing ovation, and the 300 political kits disappeared in a matter of minutes. Among others, Katz Independent Television developed a political ad plan for its 26 client stations, and Petry Television, which represents 90 TV stations, both affiliates and independents, has scheduled a Jan. 27 seminar for its clients in New York.

"Over all, 1988 will be a stronger year for spot television than was 1987, in particular because of the money that will be spent by political candidates and the Olympics," said Teddy Reynolds, vice president, director of research, Petry Television. According to Petry, the total spent by presidential candidates in spot television "will be determined by the amount of time it takes for someone in both parties to emerge as a solid front runner in the primaries."

Reynolds said, however, that with Olympics occurring in September, political TV ad buying could be affected in some markets where affiliates have already booked available time. The timing of the Olympics, she added, might also affect the start of the new fall seasons on other networks, another consideration for political candidates.

As she looks ahead, Reynolds believes that the "affiliates will receive the lion's share"—more than 90%—of political TV spending this year, even though independents and cable have launched unprecedented marketing campaigns.

"Cable and independent television have really come into their own in trying to market to political campaigns," said political consultant Doc Sweitzer, vice president, The Campaign Group, Philadelphia, which is buying media nationwide for Senator Albert Gore's (D-Tenn.) presidential campaign. "They are the ones that are very aggressive."

Ron Inman, vice president, director of marketing for the 172-member INTV, said that from the viewpoint of the independent stations, the biggest difference this year "is the recognition by the industry as a whole that this category is significant.

"Broadcasters have looked at political ad dollars as a pain," Inman said, because of various regulations attached to them along with other headaches including collection of the money. "It's a lot of extra work that broadcasters are not used to going through," he said. He also said that from 1976 through 1984 broadcasters "were overflowing with dollars and didn't have to work as hard." Now, however, in a more mature industry that has experienced some problems, he said the picture is different.

INTV estimates that independent TV stations get about 25% of all spot television advertising nationwide. "Yet they get less than 5% of all political ad dollars spent on TV largely because political media buyers haven't been fully exposed to the unique advertising opportunities on independent stations," said Cathy Egan, vice president, director of Katz Independent Marketing. Egan and others also are keenly aware of another fact: At least 65% of the political television ad dollars are placed by political media buyers operating out of Washington.

"Our goal is to dramatically increase our share of these political dollars," she said. The independents aim to double their share of political spot dollars in 1988 while selling such points as their access to younger audiences and the value to politicians of using longer-length commercials. The campaign also includes a public service effort to register younger voters and encourage them to vote.

"If we doubled our share we could walk away with $25 million," Inman said. He added that an organized, focused effort by independent stations also means that "we stand a better chance of having our voice recognized in the political process."

The cable industry, also significantly changed since 1984, views 1988 with high hopes for a piece of the political ad pie.

"A lot has happened in the last four years that has made cable a lot more viable for political candidates than it has been in the past," said Robert Alter, president of the Cabletelevision Advertising Bureau.

"We're going after those dollars more aggressively," he said. "They used to go to traditional broadcast television by default, but now the candidates are becoming more sophisticated from a media point of view and they are beginning to understand that the formulas of 1980 and 1984 won't work in 1988."

While declining to predict specific ad dollar amounts, Alter believes that cable will get a substantial number of political dollars at several levels—federal, state and local elections. Moreover, he said that several cable networks already have budgeted "substantial expectations" for political ad revenue.

In addition to offering what it calls the ability to match election districts to cable systems and to tailor political messages to specific constituencies on various cable networks, cable is selling itself as "the growing force in political communications" with statistics showing that cable subscribers are 24% more likely to vote than noncable viewers and 30% more likely to have engaged in political fund-raising activities than noncable subscribers.

And political observers say that as measurements for peoplemeters improve on the local level, cable will have an even greater selling tool.

As one cable industry observer summed it up: "It's the first time the industry has rolled up its sleeves and got after this kind of thing—and it's ready for it." ■

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programing form often cannot sustain anything above a 33 share, according to Welker, which makes it difficult to recoup the high production costs. She said programers will need to schedule mini-series in other periods besides sweeps or risk further erosion.

"What [the three networks] are doing is further fragmenting the audience and hurting ourselves," she said.

Other steps the networks need to take to insure the survival of mini-series, according to Welker, are to reduce license fee payments, put an end to lavish productions and explore creative financing methods with foreign distributors.

abc
PRESS TRIP

L to r: Ted Harbert, VP-motion pictures and scheduling, ABC Entertainment, Welker, and Gary Pudney, VP-senior executive in charge of specials and talent, ABC Entertainment.

Of more immediate concern to the entertainment division is its performance this season. Stoddard confirmed he is considering moving *Growing Pains* to Friday to shore up that night's weak lineup. As for the move of *Dolly* from Sunday to Saturday nights, Stoddard said that despite reports of affiliate defections, clearances are running in the high 90's.

In the spring, ABC intends to test six to eight new short-order series, all candidates for the fall schedule, after the winter Olympics end Feb. 27. The number of series the network will try out nearly matches the number introduced last fall, he said. The new series include *Supercarrier* from Fries Entertainment; *Juarez*, a police drama from Columbia Pictures Television and at least one project from Aaron Spelling.

To stem third-quarter audience erosion, ABC has alloted for more original programing this summer. Admitting "it's not a big budget," Stoddard said: "There's no question that it's difficult, when we have those very low levels in the third quarter, to suddenly bounce up in the fourth quarter when the new season comes along." □

Christensen pitches must carry for PBS

At press tour in Los Angeles, PBS head talks of fight to overturn cable carriage decision; calls FCC 'stupid' for not lobbying for exemption for public TV

PBS President Bruce Christensen, commenting on a federal appeals court ruling in December to toss out the must-carry rules, last week accused the FCC of making "a stupid, dumb, asinine decision" by failing to lobby for an exemption for PBS stations. "It makes no sense to me at all for the FCC not to push in the courts—and every place else—for a must-carry rule for public broadcasting," Christensen told the nation's TV press in Los Angeles.

Christensen said PBS will now join in the appellate fight being waged by the Association of Independent Television Stations to overturn the must-carry decision. If the attempt to reinstate the must-carry rules in the courts fails, he said "we will continue to seek it through legislation."

Since the U.S. Court of Appeals in Wash-

NBC takes week 16

Week 16 (ended Jan. 10) went to NBC's 18.5 rating and 29 share. CBS closed out week 16 with a 14.1/22, and ABC did so with a 13.5/21. This puts NBC's total number of prime time wins at 15 weeks, 11 of them consecutively. (Last week, this column mistakenly listed NBC as having won 15 consecutive weeks of the 1987-88 prime time season. The network lost week five to ABC, when that network took the week [aided by the World Series] with a 19.4/31, over NBC's 15.9/26 and CBS's 13.0/21.)

Nielsen		Net	Show		AGB
1.	32.8/47	N	Cosby Show	1.	33.3/46
2.	28.1/41	N	Cheers	3.	28.4/40
3.	28.0/41	N	Different World	2.	30.7/43
4.	25.5/39	N	Night Court	5.	26.1/37
5.	23.9/34	A	Growing Pains	4.	26.2/37
6.	23.8/36	N	Golden Girls	6.	24.4/36
7.	23.8/35	N	NBC Monday Movie	9.	23.2/34
8.	22.9/33	N	My Two Dads	14.	20.9/30
9.	22.3/33	C	60 Minutes	8.	23.6/34
10.	22.1/32	A	Who's the Boss?	7.	24.2/35
11.	22.1/32	N	Family Ties	12.	21.7/31
12.	21.6/36	N	L.A. Law	17.	19.9/32
13.	20.4/29	N	ALF	11.	22.0/31
14.	20.3/29	N	Matlock	13.	21.3/30
15.	20.1/28	N	Valerie's Family	10.	22.8/32
16.	19.7/32	N	NBC Sunday Movie	21.	17.9/29
17.	19.1/29	A	Moonlighting	15.	20.7/31
18.	18.7/31	N	Bob Hope Special	18.	19.7/32
19.	18.5/28	N	227	16.	20.1/30
20.	17.6/28	C	Dallas	19.	19.7/29
21.	17.4/26	N	Highway to Heaven	20.	19.3/28
22.	17.3/26	A	Perfect Strangers	28.	17.0/25
23.	17.3/25	A	Head of the Class	33.	16.6/24
24.	17.2/24	C	Newhart	24.	17.6/25
25.	17.0/28	C	Knots Landing	25.	17.3/27
26.	16.5/25	N	Hunter	31.	16.8/25
27.	16.3/23	C	Kate and Allie	22.	17.8/25
28.	16.2/28	A	20/20	35.	16.1/26
29.	16.2/28	C	Cagney and Lacey	36.	15.6/27
30.	16.2/27	N	St. Elsewhere	41.	14.5/24
31.	16.1/25	N	Facts of Life	26.	17.3/26
32.	15.8/24	C	High Mountain Rangers	37.	15.0/23
33.	15.8/25	C	Beauty and the Beast	30.	16.9/25
34.	15.8/23	C	Designing Women	32.	16.8/24
35.	15.6/24	A	Hooperman	29.	16.9/25
36.	15.4/22	A	MacGyver	53.	13.1/18
37.	15.4/23	C	Simon and Simon	34.	16.5/23
38.	15.3/22	A	Spenser: For Hire	42.	14.1/20
39.	15.1/22	A	Dolly	23.	17.7/26
40.	15.1/26	C	Falcon Crest	27.	17.0/28
41.	14.6/22	A	Disney Sunday Movie	40.	14.5/21
42.	14.6/22	N	Year in the Life	44.	13.9/21
43.	14.4/21	N	Our House	39.	14.5/21
44.	14.3/23	A	Mr. Belvedere	47.	13.4/20
45.	13.9/24	A	Thirtysomething	52.	13.1/22
46.	13.7/20	A	ABC Monday Movie*	43.	14.0/21
47.	13.4/19	C	Frank's Place	38.	14.7/21
48.	13.3/20	C	CBS Sunday Movie	51.	13.1/20
49.	13.3/20	C	Houston Knights	45.	13.8/21
50.	13.2/22	A	Dynasty	60.	12.4/20
51.	13.1/21	A	I Married Dora	57.	12.6/19
52.	12.9/19	C	Jake and the Fatman	56.	12.8/19
53.	12.7/20	A	Full House	58.	12.5/19
54.	12.5/18	C	Tour of Duty	62.	11.8/16
55.	12.4/21	A	Buck James	55.	13.0/22
56.	12.1/19	A	Slap Maxwell Story	49.	13.3/20
57.	12.0/20	C	West 57th	48.	13.3/22
58.	11.7/19	A	Pursuit of Happiness	64.	11.2/17
59.	11.4/18	C	Equalizer	50.	13.1/21
60.	11.3/17	A	U.S. Figure Skating	54..	13.0/20
61.	11.3/18	N	Miami Vice	59.	12.5/19
62.	11.1/18	C	Wiseguy	61.	12.3/19
63.	11.1/19	N	Crime Story	46.	13.8/24
64.	10.7/15	C	Happy New Year, C. Brown	69.	9.4/13
65.	10.6/18	A	Hotel	67.	10.2/17
66.	10.3/18	N	Private Eye	65.	10.9/18
67.	9.9/15	C	Oldest Rookie	66.	10.4/15
68.	9.0/13	C	Cathy	71.	8.3/12
69.	8.6/14	N	Rags to Riches	63.	11.6/17
70.	8.5/12	A	Sledge Hammer!	68.	9.8/14
71.	8.2/12	A	Charmings	70.	8.9/12
72.	6.9/11	A	ABC Thursday Movie	72.	8.1/12

Inc. to Morphew Broadcasting Inc. for $250,000. Seller is principally owned by Bob Roddy and Wayne Marcy, who have no other broadcast interests. Buyer is owned by Roger Morphew, who has no other broadcast interests. Filed Dec. 19, 1987.

■ WSTI(FM) Quitman, GA (BALH871229HF; 105.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Star FM to WSTI Inc. for $695,000. Seller is owned by R.C. Edmondson, who has no other broadcast interests. Buyer is owned by John M. Van Der Aa, Wedell Borrink, and his wife, Carolyn, and Robert A. Cook and his wife, Coreen. It also owns WCVC(AM) Tallahassee, FL. Filed Dec. 29, 1987.

■ KTOZ(FM) Marshfield, MO (BALH871228HJ; 104.9 mhz; 2.4 kw; HAAT: 360 ft.)—Seeks assignment of license from Ladco Communications Inc. to H. Allan Thompson for $165,000. Seller is owned by Larry D. Campbell. Buyer also has interest in KGBX(AM) Springfield, MO. Filed Dec. 28, 1987.

■ KNMZ(TV) Santa Fe, NM (ch. 2; ERP vis. 89.1 kw, aur. 8.91 kw; HAAT: 2000 ft.)—Seeks assignment of license from New Mexico Media Ltd. Holding Co. to Coronado Communications Co. for $3 million. Seller is owned by Edwin A. Bowen, who has no other broadcast interests. Buyer is owned by James E. Rogers, his wife, Janet, Louis Wiener Jr., and Rolland Cleaver. It also owns KVBC-TV Las Vegas. Filed Dec. 24, 1987.

■ KMXQ(FM) Socorro, NM (BALH871223HH; 92.7 mhz; 3 kw; HAAT: minus 234 ft.)—Seeks assignment of license from Haynes Communications Corp. to H&HSB Corp. for $50,000. Seller is owned by Carl Haynes, who has no other broadcast interests. Buyer is owned by Arthur Holt, his wife, Phyllis, Carl Haynes and Christine Borger. Holts own Bethlehem, PA-based group of four AM's and five FM's. Filed Dec. 23, 1987.

■ New TV Jacksonville, NC (ch. 35; ERP vis. 1140 kw, aur. 114 kw; HAAT: 870 ft.)—Seeks assignment of license from Jacksonville Broadcasting Co. to William Munden for $37,500. Seller is owned by Sidney Popkin, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Dec. 19, 1987.

■ KTDZ-TV Portland, OR ‘ch. 24; ERP vis. 5000 kw, aur. 500 kw; HAAT: 1775 ft.)—Seeks assignment of license from Greater Portland Broadcasting Corp. to National Minority TV Inc. for $520,000. Seller is Los Angeles-based group of three TV's principally owned by Michael R. Forman. Buyer is nonprofit, Santa Ana, CA-based group of 15 TV's headed by Paul F. Crouch, president. Filed Dec. 18, 1987.

■ WUNA(AM) Aguadilla, PR (BAL871228EC; 1340 khz; 250 w-U)—Seeks assignment of license from Noroeste Broadcasting Corp. to Nos Inc. for $226,000. Seller is headed by Israel Roldan Gonzalez. It has no other broadcast interests. Buyer is principally owned by David Ortiz Anglero, who has no other broadcast interests. Filed Dec. 29, 1987.

■ WJSE(AM) Ceiba, PR and WJYT(AM) Quebradillas, PR (WJSE: BAP871223EC; 890 khz; 1 kw-D; WJYT: BAL871223ED; 960 khz; 500 w-U)—Seeks assignment of license from Jose J. Martinez & Assoc. to Radio Redentor Inc. for $472,250. Seller is principally owned by Jose J. Martinez, who has no other broadcast interests. Buyer is nonprofit corporation headed by Castolino Ramos, president. It also owns WERR-FM Utuado, PR. Filed Dec. 23, 1987.

Actions

■ KAVR-AM-FM Apple Valley, CA (AM: BAL871026EA; 960 khz; 5 kw-D; FM: BALH871026EB; 102.3 mhz; 1.3 kw; HAAT: 53 ft.)—Granted assignment of license from BHA Enterprises to Crown Broadcasting for $1.7 million. Seller is principally owned by Dick Schofield, who has no other broadcast interests. Buyer is principally owned by Ron Strother, who recently purchased KLOV(FM) Loveland, CO ("Changing Hands," Oct. 26, 1987). Action Dec. 18, 1987.

■ KWIZ-AM-FM Santa Ana, CA (AM: BAL871112EA; 1480 KHZ; 5 kw-U; FM: BALH871112EB; 96.7 mhz; 3 kw; HAAT: 115 ft.)—Granted assignment of license from KWIZ, Ltd. to Liberman Broadcasting Inc. for $6.25 million. Seller is owned by Phillip C. Davis, principal in Davis-Weaver Broadcasting, San Jose, CA-based group of two AM's and two FM's. Buyer is owned by Jose Liberman, former owner of KNTO(AM)-KLVE(FM) Los Angeles. Granted Dec. 22, 1987.

KRZN(AM)-KMJI(FM) Denver; KSMJ(AM)-KSFM(FM) Sacramento, CA; KONO(AM)-KITY(FM) San Antonio and KBTS-FM Killeen, both Texas (KRZN: 1150 khz; 5 kw-D; 1 kw-N; KMJI: 100.3 mhz; HAAT: 100 kw; HAAT: 1,302 ft. KSMJ: 1380 khz; 5 kw-U. KSFM: 102.5 mhz; 50 kw; HAAT: 500 ft. KONO: 860 khz; 5 kw-D; 1 kw-N; KITY: 92.9 mhz; 100 kw; HAAT: 500 ft. KBTS-FM: 93.3 mhz; 100 kw; HAAT: 1,948 ft.)—Granted assignment of license from Duffy Broadcasting to Genesis Broadcasting for $74 million. Seller is Dallas-based group of four AM's and seven FM's principally owned by Robert Duffy. Buyer is principally owned by Booth American Co., four AM's and six FM's, principally owned by Ralph C. Booth. New company is headed by Marty Greenburg, former president and CEO of Duffy. Action Dec. 31, 1987.

Summary of broadcasting
as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WHOI(TV) Peoria, IL; KOSA-TV Odessa, TX; WTRF-TV Wheeling, WV, and WMTV(TV) Madison and WSAW-TV Wausau, both Wisconsin. (WHOI: ch. 19; 2,240 kw-V, 224 kw-A; HAAT: 636 ft.; KOSA-TV: ch. 7 with 316 kw-V, 39.8 kw-A; HAAT: 740 ft.; WTRF-TV: ch. 7 with 316 kw-V, 30.9 kw-A; HAAT: 960 ft.; WMTV: ch. 15 with 794 kw-V, 79.4 kw-A; HAAT: 1,160 ft.; WSAW-TV: ch. 7 with 316 kw-V, 63.2 kw-A; HAAT: 1,210 ft.)—Granted assignment of license from Forward Communications Corp. to Adams Communications Corp. for $126.5 million. Action Dec. 23, 1987.

■ WDAO(AM) Dayton, OH (BAL871009EC; 1210 khz; 1 kw-D)—Granted assignment of license from Stoner Broadcasting System of Ohio Inc. to Johnson Communications Inc. for $725,000. Seller is Annapolis, MD-based group of six AM's and nine FM's principallly owned by Tom Stoner. It had earlier announced sale of all its stations to ML Media Partners ("Changing Hands," Aug. 10), but that deal fell through. Buyer is owned by James W. Johnson Jr., station manager. Attorney for buyer and seller: Latham & Watkins. Action Dec. 18, 1987.

New Stations

AM

■ Camas, WA (BP871230AD)—Family Stations Inc. seeks 700 khz; 25 kw-D, 1 kw-N. Address: 290 Hegenberger Rd., Oakland, CA 94621. Principal nonprofit station group headed by Harold Camping. Filed Dec. 30, 1987.

FM's

■ Darien, GA (BPH871228MJ)—Resort Communications seeks 107.7 mhz; 50 kw H&V; 149 m. Address: 12 Abbott Andrews Terrace, Brunswick, GA 31520. Principal is owned by Sandra L. Ulmer, who has no other broadcast interests. Filed Dec. 28, 1987.

■ Darien, GA (BPH871228MK)—MMC Partnership seeks 107.7 mhz; 50 kw H&V; 150 m. Address: 233 Georgia St, St. Simons Island, GA 31522. Principal is owned by Mary M. Carnes, William L. Taylor and W. Keith Weekly, who have no other broadcast interests. Filed Dec. 28, 1987.

■ Reidsville, GA (BPH871223MN)—Reidsville Broadcasting Corp. seeks 104.1 mhz; 1.35 kw H&V; 142 m. Address: 114 Church St., Reidsville, GA 30453. Principal is owned by Robert E. Ritchie, who also owns WTNL(AM) Reidsville, GA. Filed Dec. 23, 1987.

■ Washington, MO (BPED880104MA)—Missouri River Christian Broadcasting, Inc. seeks 89.9 mhz; 1 kw H&V; m. Address: P.O. Box 87, Washington, Mo. 63090. Principal is nonprofit corporation headed by Janes C. Goggan. It has no other broadcast interests. Filed Jan. 4.

■ Bartlett, TN (BPH871228MM)—Greater Memphis Broadcast Partnership seeks 92.9 mhz; 3 kw H&V; 100 m. Address: 6957 Winding Lane, Memphis 38134. Principal is owned by Steven M. Nobkes, who has no other broadcast interests. Filed Dec. 28, 1987.

■ Manchester, TN (BPH871228ML)—Phase One Communications Inc. seeks 101.5 mhz; 3 kw H&V; 100 m. Address: P.O. 189, Manchester, TN 37355. Principal is owned by Roger H. Dotson and James B. Gilmore, who have no other broadcast interests. Filed Dec. 28, 1987.

TV

■ Burlington, VT (BPCT871224)—WCVQ Inc. seeks ch. 44; ERP vis. 1718 kw; 379 m. Address: P.O. Box 2110, Starksboro, VT 05487. Principal is owned by Christopher McClure. It has no other broadcast interests. Filed Dec. 24, 1987.

Facilities Changes

FM's

■ Carrollton, AL, WAQT, 94.1 mhz—8771211-Mod of CP (BPH850712JA) to change ERP: 99 kw (H); change HAAT: 307 m. H&V.

■ Merced, CA, KBCY, 106.3 mhz—871209-Mod of CP to change TL: 7.5 mi. (12.07 km.) N (N 15 degree E) of Merced, CA: 37 25 04N 120 26 30W.

■ Roseville, CA, KRXQ, 93.5 mhz—871210-Application for CP to change FREQ: 93.7 MHZ (Per Docket #86-473); change TL: 3500 Old Auburn Rd, 0.6 mi. W of Sierra College Blvd, Placer County, CA; change ERP: 25 kw H&V; change HAAT: 98.83 m. H&V; change to Class B1. 38 43 12N 121 14 09W.

■ Naples, FL, WRGI, 93.5 mhz—871214-Application for CP to make changes ERP: 2.2 kw H&V; change HAAT: 116 m. H&V.

■ Wrightsville, GA, WIML, 106.3 mhz—871214-Application for CP to change antenna supporting structure height.

■ Rupert, ID, KNAQ-FM, 92.1 mhz—871224-Mod of CP to change FREQ: 92.5 MHZ (Chan. 223); change class of station; change TL: Conner Ridge, Cassia County, 8.7 km from Albion, ID on a bearing of N 15 E degrees; change ERP: 53.15 kw H&V; HAAT: 752.4 m. H&V and make changes in ant sys. 42 20 06N 113 36 16W.

■ Beaverton, MI, WMRX-FM, 97.7 mhz—871211-Mod of CP to relocate main studio outside community of license to co-locate with WMPX(A m.), Midland, MI.

■ Midland, MI, WKQZ, 93.5 mhz—871208-Mod of CP (BPH8603261F) to change FREQ: 93.3 mhz (Per Docket #86-517); change TL: 0.4 mi. W of Garfield Rd & 0.45 mi. N of Newman Rd, Mt. Forest, Bay Co, MI; change ERP: 39.2 kw H&V; change HAAT: 169 m. H&V; change to Class C2. 43 50 46N 84 05 32W.

■ Lincoln, NE, KHAT-FM, 106.3 mhz—871110-Application for CP to change TL: 4949 Yankee Hill Rd, 11.1 km SE of Lincoln, NE; change ERP: 2.375 kw H&V; change HAAT: 113 m. H&V 40 43 31N 96 39 04W.

■ Healdton, OK, KTYX, 105.5 mhz—871214-Application for CP to change FREQ: 105.7 MHZ (Per Docket #87-44); change TL: Section Line Rd, 1.45 km N of Oswalt, 26 km SE of Healdton, Oswalt, OK; change ERP: 33 kw H&V; change HAAT: 182.9 m. H&V; change to class C2. 34 02 27N 97 20 00W.

■ Media, PA, WKSZ, 100.3 mhz—871224-Application for CP to change ERP: 9.2 kw H&V; change HAAT: 349 m. H&V and make changes in antenna supporting-structure height.

■ Parris Island, SC, WBHH, 92.1 mhz—871127-Application for CP to change TL: On St. Helena Island, 320 M SE of intersection of Land's End Rd and Hwy 195, Beaufort Co, SC; change ERP: 3 kw H&V; change HAAT: 100 m. H&V. 32 21 26N 80 35 27W.

■ Lamesa, TX, KUFO, 104.7 mhz—871214-Application for CP to change FREQ: 100.3 mhz.

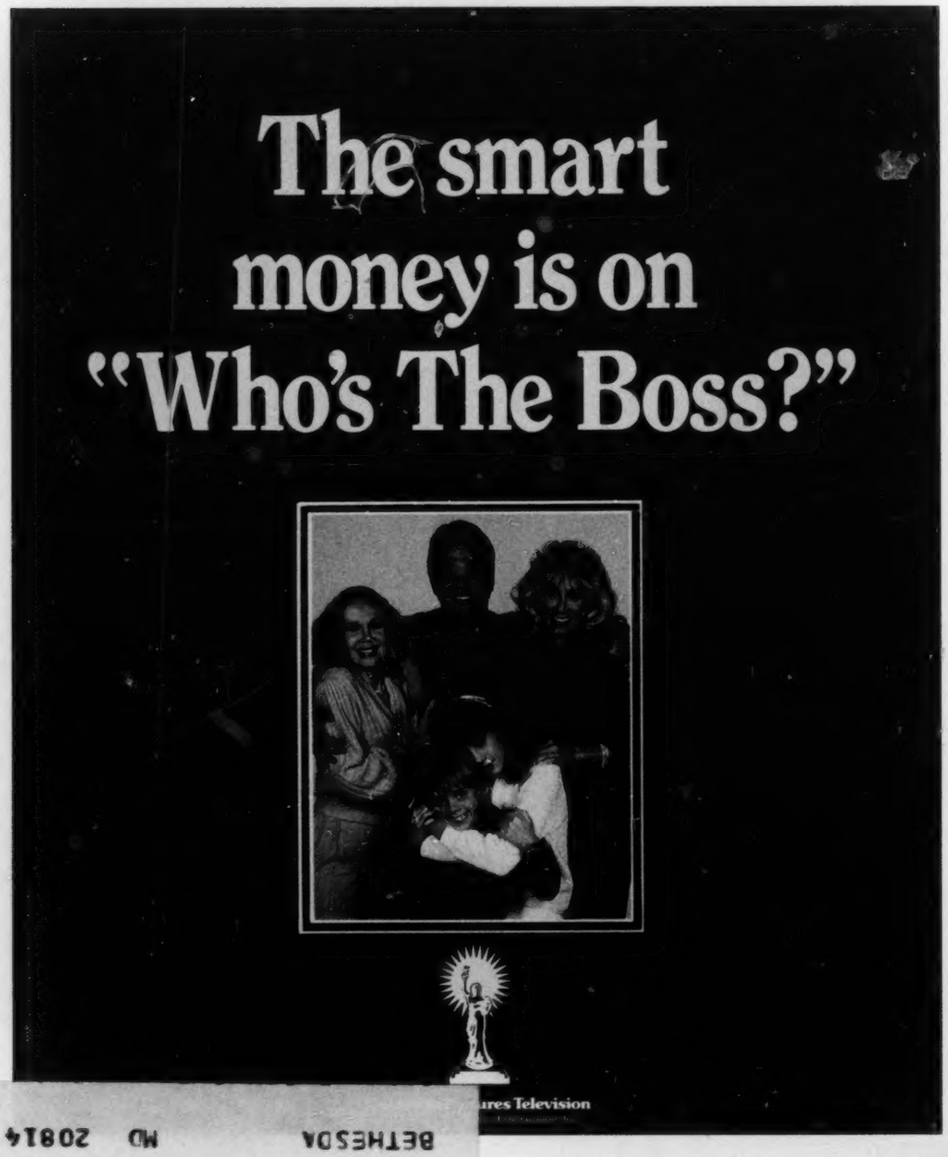
■ Montpelier, VT, WNCS, 96.7 mhz—871224-Application for CP to change FREQ: to 104.7 MHZ (Chan. 284); change TL: Ricker Mtn., Chittenden County, 7 mi. NW of Waterbury, VT; change ERP: 1.9 kw H&V; HAAT: 638 m.

C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 25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Vol. 114 No. 4

Broadcasting Jan 25

Robert Wright: bridging broadcast-cable gap...page 44.

MPAA and NCTA talk peace in their time...page 47.

NAB: Sturm and drang in Hawaii...page 48.

THINKING BIGGER □ Broadcast network interest in cable is growing, with ABC and NBC seeing involvement in cable as hedge against further network erosion. CBS sees it differently. **PAGE 43.**

WRIGHT MOVES □ NBC President Robert Wright says his network is out to create "as good a future as is the present." As discussed in this "At Large" with BROADCASTING editors, that includes establishing greater foothold in cable. **PAGE 44.**

HAWAIIAN NOTES □ National Association of Broadcasters's joint board of directors meet in Hawaii. Proposed NAB budget is adopted, congressmen tell group to "stay on your toes" and NAB President Eddie Fritts reacts to exclusion from four meetings during week. Coverage begins on **PAGE 48.**

IN FOCUS □ President Reagan eases U.S. policy on remote-sensing satellites—what some journalists see as opening new frontier in TV journalism—to permit higher-resolution photographs. **PAGE 50.**

RADIO FOR SALE □ Radio Advertising Bureau begins its eighth annual Managing Sales Conference in Atlanta. Among issues to be addressed: grass roots approach to sales; future of national spot radio, and marketing and planning methods. **PAGE 56.** First-quarter radio network sales activity, like that of national spot, is reported to be off to good start. **PAGES 60, 62.**

KING PIN □ With his self-described "native curiosity" and ability to listen, radio talk show host, Larry King, has spent last 10 years making conversation on medium he describes as "limitless." **PAGE 66.**

CABLE'S MOVABLE FEAST □ Cable services outline upcoming programing changes—from special on Austrian President Kurt Waldheim to examination of underwater life in Red Sea and more—for TV critics gathered in Redondo Beach, Calif. **PAGE 72.**

REMEDY FOR DISCRIMINATION □ Following 1984 court decision that United States Information Agency descriminated against women as class in its hiring for six job categories, judge orders agency to notify more than 4,400 women who may be entitled to compensation. **PAGE 81.**

SMPTE '88 □ International group of TV engineers and executives meet in Nashville for SMPTE's 22d annual conference (Jan. 29-30), this year focusing on technology in transition. **PAGE 82.**

AT THE HELM □ Donald Ledwig combines passion for communication and public service in his role as head of Corporation for Public Broadcasting. **PAGE 111.**

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fered another serious blow last year when U.S. Court of Appeals in Washington threw out FCC's must-carry rules, which require cable systems to carry local broadcast signals. Court did not rule out possibility of constitutional must-carry rule. PBS President Bruce Christensen, at Los Angeles press tour this month, said FCC made "asinine decision" in failing to lobby for an exemption for PBS stations. And CPB President Donald Ledwig told BROADCASTING, "the public has a right to see the programs it funds." Although National Cable Television Association President Jim Mooney said most cable systems are unlikely to drop any local broadcast signals they are now carrying, some members of noncommercial broadcasters community fear rise in number of stations dropped.

National Public Radio board last month adopted unbundling Option II resolution presented in written ballot to member stations for advisory vote. Ballots are due at NPR Jan. 12. Final decision rests with board, which plans adoption of policy in February. Option II would split NPR programing into morning news, evening news and performance segments, creating new distribution and member dues structures. Board also this month began $32-million Fiscal Year 1989 budget proposal deliberations.

Despite host Noah Adam's laryngitis, launch of Minnesota Public Radio's *Prairie Home Companion* replacement, *Good Evening* went off on schedule Jan. 9. More than 150 stations are signed up to carry first six months of show distributed by American Public Radio.

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations, lobbying arm of public TV system. Eric Friesen, senior VP, programing, remains acting president of American Public Radio.

Replacement of satellite interconnection system is major item on agendas at both PBS and NPR, with current Western Union satellite space due to expire in 1991. Requests for proposals were issued by PBS Nov. 25, 1987 and are due Jan. 25.

With new CPB chairman, Howard Gutin, and president, Donald Ledwig, in place—as well as new board members William Lee Hanley, Archie Purvis, Marshall Turner and Sheila Tate—two openings remain on CPB board; still under consideration are former Tennessee First Lady Honey Alexander (not yet official nominee) and Charles Lichenstein, latter controversial for reportedly advocating cuts in CPB funding. CPB is also reviewing propriety of PBS bonus awarded PBS President Bruce Christensen in 1986 (BROADCASTING, Nov. 30, 1987) for efforts since 1984 fire that destroyed former headquarters.

□

Scrambling. Last November, Senate Commerce Committee passed legislation that would regulate home satellite marketplace (BROADCASTING, Nov. 23, 1987). It would mandate that cable programers permit any qualified third party—inside and outside cable industry—to distribute their services to backyard dish owners. Bill is not expected to hit Senate floor until March at earliest. Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) has promised to oppose it and his views are laid out in committee report. Controversial nature of legislation is evident by revisions accepted by Commerce, and those yet to be made.

On other front, House legislation (H.R.2848) that would permit satellite distribution of broadcast signals—superstations—to backyard dish owners was focus of hearing late last year (BROADCASTING, Nov. 30, 1987) and will generate further debate as more hearings are convened this year. Broad coalition of industry groups is backing bill (although broadcast industry is opposing measure), but modifications suggested by motion picture industry (mainly idea that compulsory copyright license for carriers be limited to C-band retransmissions) did not go over well at hearing and could splinter support.

□

Syndex. In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations. Action is expected within next few months.

Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights.

Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets.

□

Wireless cable. Using mix of ITFS and MDS channels, delivery system is now available in New York. Microband Companies Inc. has begun marketing six-channel wireless cable service in outer boroughs that have not yet been wired for conventional cable. It has ability to expand to 14 channels, but is having difficulty securing rights to carry cable programing it desires.

FCC has turned down request by Cablevision Systems, MSO with franchise for about one million homes within Microband-targeted market, to bar Microband from offering its service until other MMDS and ITFS channels now hung up in interference disputes become available so that Cablevision can offer competitive wireless cable service.

In responding to Cablevision's petition, Microband charged that Cablevision was trying to use FCC to block competition. It also alleged three cable programing services affiliated with Cablevision—SportsChannel New York, American Movie Classics and Bravo—have refused to deal with Microband in effort to weaken Microband's ability to compete.

Microband, which also plans to introduce wireless cable services in Detroit and Washington within next few months, is biggest, but not the only wireless cable operator. Services are currently being offered in several other markets, including San Francisco, Milwaukee and Cleveland. ■

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Squad, a half-hour series starring Leslie Nielsen that will have its cable premiere on Feb. 14. A&E also will premiere *All is Forgiven*, a nine-episode, half-hour comedy beginning April 3. It stars Bess Armstrong, Carol Kane and Terence Knox and showcases Armstrong trying to balance her job and her new marriage.

A&E will also premiere *Comedy Break*, on April 5, featuring skits of the comedy duo Mack Dryden and Jamie Alcroft. Twenty-six episodes have been ordered.

A&E has lined up two British Broadcasting Corp. productions that will have their cable premiere on the network. *Yes, Prime Minister* premieres Feb. 7, while *Alas Smith & Jones* premieres May 1.

Showtime

Showtime announced its new comedy series, *Poison*, will premiere in April and begin its weekly run in June. The show, centered on a love triangle, will be added to Showtime's Friday night lineup.

The pay service also announced it will premiere the movie, "Gotham," starring Tommy Lee Jones, later this year. And Showtime will air a new 90-minute rock 'n' roll concert featuring classic artists from the 50's and 60's in April. The concert was filmed late last year at the Ritz in New York.

August Emmy date among Fox programing moves

Programer hopes earlier airing will boost ratings; says it will seek prime time access waiver when it reaches 15-hour 'network' benchmark

When Fox Broadcasting Co. programers set out to schedule the prime time Emmy Awards ceremony this year, they quickly realized they were in trouble. The program usually airs around Sept. 20—and always on a Sunday—but with the one-two-three punch of the summer Olympics, the Jewish holidays and World Series, plus the possibility of new network series as competition, Fox and the Academy of Television Arts and Sciences had to find an alternative air date: Sunday, Aug. 28, a week before Labor Day.

"This is a very unusual year and it was a very tough time for both the academy and for us to figure out which night to program the Emmys," Garth Ancier, FBC's president of programing, said last week during the FBC portion of the Television Critics Association press tour in Redondo Beach, Calif. "We thought that since this was a celebration of the season past, to delay it to late October would be inappropriate."

HUT levels are traditionally lower in August, but Ancier emphasized the total dropoff amounts to only three points. The academy and Fox insist the program can attract a sizable audience—especially compared to last year, when FBC scored the lowest ratings in the history of the event.

FBC will also move the five-year-old ATAS Television Hall of Fame presentation from the spring to the fall, when Ancier indicated it will be capable of attracting a larger audience.

The spring will bring about other changes as well. Fox will once again attempt to gain a foothold in late night with a new talk/variety program that is scheduled to begin Monday, March 7. Arsenio Hall, who is involved in movie projects, has turned down repeated offers to host the program. So Fox will begin with a series of rotating hosts until someone is permanently selected. FBC President Jamie Kellner said that method will take the pressure off any one individual in the beginning.

The late night revival will be produced by someone other than Barry Sand, who was taken aboard to revamp *The Late Show* and devised the failed *Wilton North Report*. Sand is still under contract to FBC and may develop other projects for Fox, Kellner said.

Addressing other matters, Kellner disclosed that affiliates with 10 p.m. Sunday news will continue to carry the franchise in the time period, and run the *Tracey Ullman Show* at 10:30-11 p.m. when Fox expands its prime time programing by a half hour on March 6. The Fox-owned stations will run Ullman at 10 p.m. and rotate their newscasts to 10:30 p.m. A sports wrap-up program will appear in many of the owned-station markets as counterprogramming to the 11 p.m. news on the network affiliates.

FBC officials are hopeful the scheduling moves on the Fox stations will convince other affiliates with news to follow the same strategy and allow the prime time feed to continue uninterrupted until 10:30 p.m. There was no word on Fox's plans to develop another prime time sitcom for the 10:30-11 p.m. period on Sundays.

The planned expansion comes when FBC is totaling up its losses for the year. The company will lose about 10-15% more than it originally projected if ratings fail to improve by July. Undeterred, Kellner said FBC intends to continue building, but at a slower place than in the past.

When Fox reaches network status with 15 hours of prime time programing, it will seek an FCC waiver from the prime time access rule. Kellner appears optimistic of at least a temporary waiver until parity is reached with the networks. If FBC fails to gain an exemption, however, Kellner said it would prevent the advent of a fourth network. "We would certainly never go beyond 15 hours if it meant that we had to get into the prime time access rule," he said. ☐

NBC-TV takes week 17 with seven of the top 10

Nielsen		Net	Show	AGB	
1.	31.7/47	N	Cosby Show	1.	31.9/46
2.	27.9/41	N	Cheers	4.	26.1/38
3.	27.2/41	N	Different World	2.	29.1/42
4.	25.9/39	N	Night Court	5.	24.1/36
5.	23.8/39	N	Golden Girls	3.	26.6/41
6.	23.4/34	A	Growing Pains	7.	22.7/32
7.	22.5/33	A	Who's the Boss?	8.	22.2/32
8.	21.6/36	N	L.A. Law	16.	19.3/30
9.	20.5/30	N	Family Ties	18.	19.2/28
10.	20.1/29	C	Murder, She Wrote	6.	23.1/33
11.	19.9/32	N	NBC Sunday Movie	12.	20.3/31
12.	19.8/29	N	ALF	15.	19.6/27
13.	19.6/30	N	AFC Champ. post-game		
14.	19.4/28	N	Matlock	10.	21.5/31
15.	19./32	N	Amen	9.	21.8/35
16.	18.8/27	N	My Two Dads	21.	18.3/26
17.	18.7/28	A	Perfect Strangers	28.	16.9/25
18.	18.6/27	N	Valerie's Family	14.	19.7/28
19.	18.2/27	A	Head of the Class	29.	16.7/25
20.	17.7/26	C	Newhart	11.	21.2/31
21.	17.7/27	C	60 Minutes	17.	19.3/29
22.	17.6/28	C	CBS Sunday Movie	13.	19.8/30
23.	17.4/26	N	Hunter	23.	18.1/27
24.	16.8/25	C	Designing Women	19.	18.8/28
25.	16.8/27	C	Dallas	26.	17.5/27
26.	16.7/28	N	227	20.	18.5/29
27.	16.5/26	C	Magnum, P.I.	25.	17.9/27
28.	16.2/24	N	Highway to Heaven	22.	18.2/27
29.	16./26	C	Knots Landing	24.	18./28
30.	16./25	N	NBC Monday Movie	30.	16.4/26
31.	15.7/24	A	Moonlighting	37.	15./22
32.	15.5/25	N	Miami Vice	35.	15.1/24
33.	15./26	A	20/20	36.	15./25
34.	14.9/26	A	Dynasty	51.	12.7/21
35.	14.7/25	C	Beauty and the Beast	40.	14.6/24
36.	14.5/21	C	Kate and Allie	27.	16.9/24
37.	14.4/25	C	Falcon Crest	33.	15.7/26
38.	14.4/25	N	Facts of Life	32.	16.2/26
39.	14.2/22	A	Hooperman	41.	14.5/22
40.	13.8/23	A	Mr. Belvedere	34.	15.5/25
41.	13.7/23	N	St. Elsewhere	42.	14.4/24
42.	13.6/24	C	Cagney and Lacey	31.	16.2/28
43.	13.5/24	A	Thirtysomething	57.	11.9/20
44.	13./19	A	MacGyver	53.	12.4/17
45.	13./22	A	Full House	43.	14.2/23
46.	12.9/20	A	ABC Monday Movie	60.	11./17
47.	12.8/23	N	J.J. Starbuck	38.	14.8/26
48.	12.7/19	C	Simon and Simon	45.	13.3/20
49.	12.7/22	N	Crime Story	55.	12.1/21
50.	12.4/22	N	Miami Vice	35.	15.1/24
51.	12.3/21	C	Wiseguy	44.	13.7/23
52.	12.2/21	C	Equalizer	54.	12.2/20
53.	12./17	C	Frank's Place	39.	14.7/21
54.	1.8/21	A	Spenser: For Hire	50.	12.7/22
55.	11.8/19	A	Thorns*	49.	12.9/20
56.	11.8/18	N	Year in the Life	58.	11.5/18
57.	11.7/18	C	Jake and the Fatman	47.	13.2/20
58.	11.7/17	C	Tour of Duty	56.	12./17
59.	11.5/18	A	ABC Sunday Movie	62.	10.8/16
60.	11.5/19	C	High Mountain Rangers	46.	13.2/21
61.	11.3/18	A	Slap Maxwell Story	61.	10.9/17
62.	11.3/19	A	Dolly	52.	12.4/20
63.	11./16	A	Disney Sunday Movie	64.	10.3/15
64.	9.4/15	A	Sledge Hammer!	63.	10.4/16
65.	9.2/15	C	Houston Knights	59.	11.2/18
66.	8.9/13	C	Law and Harry McGraw	65.	10.1/15
67.	8.6/15	N	Rags to Riches	66.	10./16
68.	8.4/15	C	West 57th	67.	9.4/16
69.	8.3/14	A	Ohara	69.	7.9/12
70.	8.2/12	C	Steve Martin Special	68.	8.7/12
71.	7.8/12	A	ABC Thursday Movie	70.	7.7/12

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Actions

AM's

- Starke, FL, WPXE, 1490 khz—880106-Application (BP861208AL) granted for CP to make changes in ant sys. (including increase height of tower); reduce daytime power to 0.65 kw.

- Knox, IN, WKVI, 1520 khz—880107-Application (BP870821AE) returned petition for reconsideration (Nunc Pro Tunc) CP to increase power to 2 kw (0.41 Ch).

- Syracuse, NY, WAQX, 1490 khz—880111-Application (BPH871207IE) granted for CP to make changes freq: 95.7 MHZ (per Docket 87-23); change ERP: 25 kw H&V; change Class B1.

FM's

- Montgomery, AL, WSYA-FM, 103.3 mhz—880106-Application (BMPH870130IA) granted for Mod of CP to change TL: Fuller Rd. and Boswell Rd., Montgomery, AL; change HAAT: 307 m. H&V 32 25 22N 86 12 05W.

- Kingman, AZ, KAWA, 105.9 mhz—871222-Application (BMPH870303IQ) granted for Mod of CP to change TL: 11 mi. SE of city on Getz Peak, Kingman, AZ; change ERP: 24.5 kw H&V; change HAAT: 932.7 m. H&V. 35 06 48N 113 53 00W. Commission has changed ERP to 24 kw to conform to Mexican curve. Original file BMPH861205IB.

- Brawley, CA, KWST, 94.5 mhz—880106-Application (BMPH870916IA) granted for Mod of CP to change TL: Near Dogwood and Villa Rd.'s, 2.35 km at N 39.5 degrees E of El Centro, CA P.O.; change ERP: 50 kw H&V; change HAAT: 61 m. H&V. 32 48 27N 115 32 18W.

- Knox, IN, WKVI-FM, 99.3 mhz—871230-Application (BPH871119IS) returned for CP to change TL: 0.35 km SW of intersection of Sunset Lake Rd. and Hescock Rd., Windham Co., Vt; change ERP: 0.85 kw H&V; change HAAT: 186 m. H&V. 42 53 45N 72 39 49W.

- Council Bluffs, IA, KQKQ-FM, 98.5 mhz—880107-Application (BPH870226II) granted for CP to change TL: 1.2 km (0.8MI) NE of Military Ave and Rte 133 (90th St.), Omaha, NE; change HAAT: 331 m. H&V and make changes in ant sys. 41 19 05N 96 02 21W.

- Topeka, KS, KDVV, 100.3 mhz—880106-Application (BMPH871120IG) granted for Mod of CP (BPH870127IE) to correct geographical coordinates: 38 57 15N 95 54 43W.

- St. Cloud, MN, WWJO, 98.1 mhz—880106-Application (BPH870302IT) granted for CP to change: TL: approx. 5.5 km SE of Little Rock, 5.1 km E of Rte 25 and 1.9 km S of Rte 26, Little Rock, MN; change HAAT: 305 m. H&V. 45 48 52N 94 01 38W.

- Rome, NY, WKAL-FM, 95.9 mhz—880106-Application (BPH871202IE) granted for CP to change freq: 96.1 mhz (Per Docket #87-23); change TL: Prospect Hill, Skyline Dr., Kikrland, Oneida Co., NY; change ERP: 7.4 kw H&V; change HAAT: 183 m. H&V; change to Class B1. 43 02 14N 75 26 40W.

- Broken Bow, OK, KKBI, 106.3 mhz—880106-Application (BPH870901IA) granted for CP to change freq: 106.1 mhz (Per Docket #86-199); change TL: 0.2 mi. SW of US Rte. 259, 1.85 mi. NW of East High Peak, Sulphur Division, McCurtain Co., OK; change ERP: 17 kw H&V; change HAAT: 249 m. H&V; change to Class C2. 34 14 45N 94 46 58W.

Actions

- Paradise, CA—FCC has granted application of Butte Creek Communications Co. to assign construction permit of KBCP(TV), along with translator station K22AV at Westwood, CA, to Sainte Limited. (By letter [FCC 87-371], adopted Nov. 27, 1987, by commission.)

- FCC conditionally approves Pacific and Nevada Bell's plan for voice mail services (report CC-245, Common Carrier Action.) Commission has conditionally approved Pacific Bell and Nevada Bell's (Pacific's) Comparably Efficient Interconnection (CEI) plan for voice mail services (VMS), type of enhanced service that allows users to leave and retrieve messages stored in equipment collocated with Pacific's basic service facilities. Action by commission, Jan. 14, by MO&O (FCC 88-11).

- FCC approves Bell Atlantic's plan to offer voice message storage service—(report CC-246, Common Carrier Action.) Commission has approved Bell Atlantic's Comparably Efficient Interconnection (CEI) plan for voice message storage service, subject to certain conditions. Action by commission, Jan. 14, by MO&O (FCC 88-12).

- Commission reaffirms its AM stereophonic Broadcasting Policy—(report MM-288, Mass Media Action.) Maintaining it was neither appropriate nor necessary, commission has declined to revisit its 1982 decision to allow market forces to determine development of AM stereo broadcasting. Action by commission, Jan. 14, by MO&O (FCC 88-16).

- In compliance with legislation, FCC reinstates comparative licensing and distress sale policies based on minority or female preferences and terminates pending inquiry—MM Docket 86-484 (report DC-1080, Action in Docket Case.) Commission has reinstated its prior comparative licensing and distress sale policies based on racial, ethnic or gender preferences that were being held in abeyance pending commission's completion of inquiry into these policies and tax certificate policy in MM Docket 86-484. Action by commission, Jan. 14, by order (FCC 88-17.)

Staff Actions

- Oxford, AL—Designated for hearing, 11 mutually exclusive applications for new FM station on channel 250A (97.9 MHz) at Oxford. (MM Docket 87-578 by order [DA 87-1839] adopted Dec. 15, 1987, by chief, Audio Services Division, Mass Media Bureau.)

- Smyrna, DE—Denied appeal by Nationwide Communications Inc., of denial of its motion to intervene in proceeding for new FM station at Smyrna. (MM Docket 87-65, by MO&O [87R-71] adopted Dec. 30, 1987, by review board.)

- Cave City, KY—Designated for hearing six mutually exclusive applications for new FM station on channel 294A (106.7 MHz) at Cave City. (MM Docket 87-571, by order [DA 87-1826] adopted Dec. 14, 1987, by chief, Audio Services Division, Mass Media Bureau.)

- Haverhill, NH—Designated for hearing mutually exclusive applications of Harvest Broadcasting and Puffer Broadcasting for new FM station on channel 267A (101.3 MHz) at Haverhill. (MM Docket 87-572, by order [DA 87-1827] adopted Dec. 14, 1987, by chief, Audio Services Division.)

- Maryville, TN—Designated for hearing, mutually exclusive applications of Dove Inc.; Chilhowee Communications, Ltd.; Elizabeth F. Nicholson, Blount County Broadcasting Corp., and Gateway Broadcasting Corp. for new FM station on channel 239A (95.7 MHz) at Maryville. (MM Docket 87-574 by order [DA 87-1829] adopted Dec. 14, 1987, by chief, Audio Services Division, Mass Media Bureau.)

- Olney, TX—Designated for hearing, applications of Olney Broadcasting Co. and Wes-Tex Broadcasting Inc. for new FM station on channel 248C2 (97.5 MHz) at Olney. (MM Docket 87-575 by order [DA 87-1830] adopted Dec. 14, 1987, by chief, Audio Services Division.)

- Pittsburg, TX—Designated for hearing, applications of Pittsburg Radio and Don H. Barden for new FM station on channel 245A (96.9 MHz) at Pittsburg. (MM Docket 87-577

Summary of broadcasting as of Sept. 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Vol 114 No 5

Broadcasting Feb 1

Rather-Bush nine-minute battle...page 35.

UA-Daniels systems $190-million deal...page 38.

Viacom will auction 'Cosby' barter spots...page 39.

NCTA prepares to block telcos from cable...page 40.

RATHER-BUSH BROUHAHA ☐ *CBS Evening News* anchor, Dan Rather, and Vice President George Bush spar live on network news and spur national reaction. Coverage begins on **PAGE 35.**

DOUGAN DEPARTURE ☐ Ambassador Diana Lady Dougan, coordinator of international communications, submits her resignation to White House. **PAGE 42.**

DEBT OF HONOR ☐ All Industry Radio Music License Committee's Don Thurston talks about that group's effort to hold line on music license fees and radio industry's apparent reluctance to share costs of that fight. **PAGE 44.**

HIGH STAKES ☐ Investors Sumner Redstone, chairman of Viacom and its parent, National Amusements, and group led by Metromedia's John Kluge, focus on Orion Pictures Corp.'s stock. **PAGE 48.**

RAB TAKES ATLANTA ☐ Radio Advertising Bureau's annual Managing Sales Conference hones sales strategies of industry's executives, hoping, says RAB President, William Stakelin, to "reposition" medium to succeed in "ultra-competitive" marketplace. **PAGE 56.**

INDECENCY STANDARD CHALLENGED ☐ Group of broadcasters and broadcast organizations ask court to review, in light of First Amendment, FCC's indecency standard. **PAGE 61.**

MEDIA VS. THE MESSAGE ☐ Gannet Center for Media Studies seminar debates media's influence and power on political process. **PAGE 63.**

ACES ARE HIGH FOR CABLE ☐ Cable's ninth annual ACE Awards draws favorable reviews. HBO takes most awards. **PAGE 70.**

NO TO NATPE ☐ Warner Bros. Television Distribution removes itself from annual programing conference, first major program syndicator ever to do so, NATPE executive says. **PAGE 72.**

WHAT'S UP DOC? ☐ Lorimar Syndication joins medical show bandwagon with announcement of *Family Medical Center*, set to debut next fall. **PAGE 73.**

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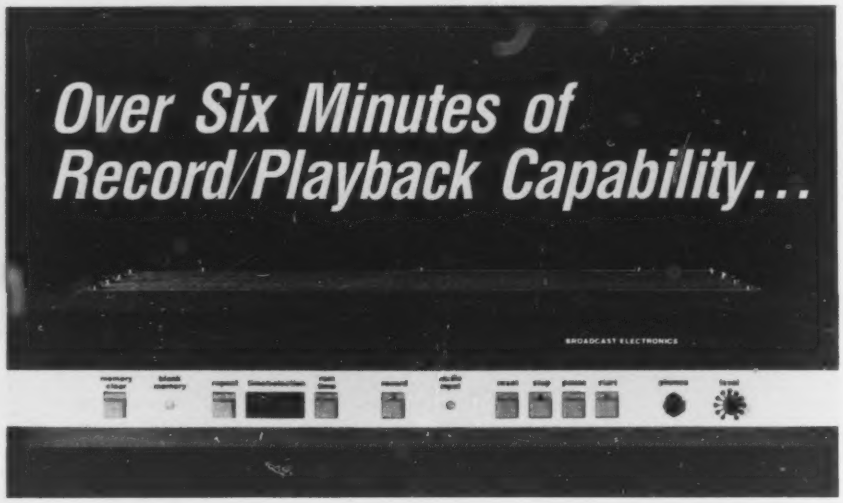
joint venture) for total consideration of $2.8 billion (BROADCASTING, Jan. 4). KKR has also closed on $1.3 billion transfer of six Storer Television stations to company managed and 55% held by George Gillett, Jr. ■ Cablevision Systems has closed $473.5 million purchase of cable system operator Adams-Russell. ■ U.S. Cable Television Group, new limited partnership headed by ML Media principals Martin Pompadur and Elton Rule, will pay $225 million, subject to change, for 135,000-subscriber cable systems of Essex Communications Corp. Closing is expected in 1988. ■ Early 1988 closings are expected for Continental Cablevision acquisition of American Cablesystems for $481.7 million, and for Adams Communications purchase of Forward Communications' five TV stations for $126.5 million from Wesray Capital Corp.

□

■ **Public Broadcasting.** With December 1987 death of legislation that would have provided estimated $300-million-per-year public broadcasting trust fund, beginning in 1990 (BROADCASTING, Dec. 14, 1987), Corporation for Public Broadcasting was left with 1990 appropriations worked out shortly before Christmas by House-Senate conferees. Compromise between higher Senate figure and lower House figure: $232.65 million, up from $228 million for 1989. Same conferees settled on 1988 figure of $19.59 million (down from current $20.5 million) for NTIA-administered Public Telecommunications Facilities Program, annual equipment grants. Also, Office



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Donald V. West, *vice president*
David N. Whitcombe, *vice president*

Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office □

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Business

Redstone

Kluge

It's Redstone vs. Kluge for Orion

Production company is focus of battle for its stock

Film and TV studio Orion Pictures Corp. has become the subject of a high-stakes game of stock buying between investors Sumner Redstone, chairman of Viacom and its parent theater chain, National Amusements, and a group led by Metromedia's John Kluge.

Redstone, whose last reported holdings totaled more than 5.2 million shares, or 26.1% of Orion's outstanding shares, has continued the accumulation of Orion stock begun by Viacom as far back as February 1986, before his buyout of that media firm.

In a filing with the Securities and Exchange Commission on Jan. 20, Redstone said his purchases, made at prices ranging from $10.25 to $12.63, were for the "purpose of investment."

But Redstone's recent acquisitions followed the continued purchasing of Orion shares by a second group of investors led by John Kluge, who is reportedly friendly with Orion Chairman Arthur Krim. Kluge's group last reported holding 22.9% of the studio's stock, or 4.25 million shares, with the latest blocks purchased for between $12.13 and $12.88 per share.

Orion's stock price has moved steadily upward with the standoff, from the $9 range at the beginning of December to the high $12's just before Redstone's Jan. 20 SEC filing. The stock closed last Tuesday at $15. Some analysts place the stock's takeover value as high as $20 or more.

The acquisitions follow a significant turnaround for the studio over the past year, primarily due to improved theatrical and home video revenues from recent releases including "No Way Out" and "Robocop."

Orion's television programing arm also syndicates its film library, plus the hour-long CBS-TV series, *Cagney & Lacey*, for which the company has just signed a licensing deal with the Lifetime cable network.

In its most recent quarter ending Nov. 30, Orion reported revenue of $88 million, up 34% over the same period the year before. While the company's books are still carrying writedowns from less successful past releases, it reported a net quarterly income of $1.1 million (6 cents per share) compared to the previous year's $3.6 million third-quarter loss.

Revenue from television distribution was up 26% to $66 million for the quarter, with the biggest increase coming in home video, which recorded $18 million in revenue. Free television and other TV revenue accounted for $41 million of that total, while pay cable adds $7 million. Theatrical distribution totaled nearly $22 million.

The company's foreign distribution of motion pictures and television programing generated $20 million in revenue for the quarter, compared to just $6.5 million for the year-ago quarter.

In addition to *Cagney & Lacey*, Orion syndicates *The New Hollywood Squares*. The company also has a long-term exclusive film licensing agreement with Viacom's Showtime/The Movie Channel. ☐

Fifth Estate stock scorecard. Cable television and cellular telephone companies were the best performing media companies on the stock market in 1987, according to a review by investment bank Morgan Stanley.

The index, which uses a selection of 68 publicly traded media companies, shows that television broadcasting also had a strong year, while newspaper publishing was nearly flat and radio broadcasting, programing companies, diversified entertainment and other publishing companies all were down for 1987.

According to Steven Rattner, Morgan Stanley managing director, the celluar phone, cable TV and radio broadcasting sectors were the best performers in last year's bull market, which, on the Dow Jones Industrial average, peaked Aug. 25. From that high to the markets' lowest level reached Oct. 21 following the Oct. 19 crash, media stocks dropped an average of 18%-38%, Rattner said.

In the post-crash period, Rattner said, only the cellular phone and cable TV sectors recovered, while programing and radio broadcasting continued their decline.

The following chart breaks down sector-by-sector results during the last year.

Industry group	**1/2/87-8/25/87**	**8/25/87-10/21/87**	**10/21/87-12/31/87**	**Full year '87**
TV broadcasting	+50.4%	-17.9%	-3.6%	+19.0%
Cable TV	+73.7%	-22.6%	+7.4%	+44.3%
Radio	+65.5%	-29.4%	-9.7%	-5.6%
Newspaper	+44.9%	-27.0%	-7.9%	+2.6%
Publishing	+47.2%	-25.3%	-7.2%	-2.1%
Entertainment	+57.2%	-26.7%	-2.2%	-12.6%
Programing	+42.0%	-38.1%	-9.0%	-20.0%
Cellular phone	+92.5%	-21.4%	+11.1%	+68.1%
DJ Industrial	+41.1%	-25.5%	-4.4%	+0.5%
S&P 500	+36.6%	-23.3%	-4.4%	-0.3%

Source: Morgan Stanley & Co. The sector measures were made using weighted average change in market values for the following companies: **Television broadcasting**: Belo, Capcities/ABC, CBS, Chris Craft, Outlet, Price, Scripps Howard, TVX and United Television. **Cable**: Adelphia, ATC, Cablevision Systems, Centel Cable, Century, Comcast, Falcon, Jones, TCA, TCI, United Artists, United Cable and Western TCI. **Radio broadcasting**: Clear Channel, Infinity, Jacor, Malrite, Olympic and Osborn. **Newspaper**: Dow Jones, Gannett, Knight-Ridder, Lee Enterprises, Media General, Multimedia, New York Times, News Corp., Park, Pulitzer, Times Mirror, Tribune and The Washington Post. **Publishing**: Addison-Wesley, Grolier, HBT, Houghton Mifflin, Macmillan, McGraw-Hill, Meredith, Time Inc., Western Publishing and John Wiley & Sons. **Diversified entertainment**: Columbia, Disney, Gulf & Western, Imagine, MCA, MGM/UA, New World, Orion, Vestron, Viacom and Warner. **Programing and syndication**: Barris, Dick Clark, FNN, Fries, Hal Roach, King World, Lorimar Telepictures, Reeves, Aaron Spelling, Turner Broadcasting and Westwood One. **Cellular**: American Cellular, Cellular Communications, LIN Broadcasting, McCaw and Metrol Mobile CTS.

Lucy Webb 'Not Necessarily the News,' HBO

Shelly Duvall presents award to John Hendricks, chairman, Dicovery Channel

Larry King, CNN, with Angie Dickinson

Larry King, *Larry King Live* □ CNN (program interviewer).

Hal Holbrook, *Portrait of America* □ SuperStation TBS (information or documentary host).

Garrison Keillor, *A Prairie Home Companion with Garrison Keillor* □ Disney Channel (music host).

Ordinary People, The Learning Channel, Fireside Entertainment Corp. □ Robert Shuman, executive producer; Chiz Schultz, senior producer; Deirdre Boyle, writer; John Desmond, director; Beth Kittay, writer (documentary series).

American Undercover: Drunk & Deadly, HBO, Niemack/Hassett Productions □ Ann Hassett, producer-writer; Bob Niemack, director/writer (documentary special).

Jihad: Afghanistan's Holy War, SuperStation TBS, National Geographic Explorer □ Tim Kelly, Tim Cowling, executive producers; Jeff Harmon, producer/director; Alexander Lindsay, producer (news special or series).

HBO Showcase: Conspiracy: The Trial of the Chicago 8, HBO, Inter-Planetary Productions □ Max Keller and Ron Sossi, executive producers; Charles Hairston, co-executive producer; Micheline Keller, producer; Jeremy Kagan, producer/director/writer; Armanda DiGiuilo, co-producer (dramatic special).

Paul Simon's Graceland: The African Concert, Showtime, Peregrine Inc. □ Ian Hoblyn, producer; Cherie Fortis, co-producer; Michael Lindsay-Hogg, director (music special).

L.M. Kit Carson, Ronald Rubin, Christopher Leitch, *The Hitchhiker—'Why Are You Here?'* □ HBO (writing a dramatic series).

Ronald Rubin, *War Story—'Home'* □ HBO (writing a dramatic special).

Carl Schenkel, *The Hitchhiker—'Homebodies'* □ HBO (directing a dramatic series).

Ray Danton, *War Story—'Home'* □ HBO (directing a theatrical or dramatic special).

Dwight Hemion, *Barbra Streisand: One Voice* □ HBO (directing a music special).

Bruce Gowers, *Cinemax Sessions: A Soul Session: James Brown & Friends* □ Cinemax (directing a music series).

Burrill Crohn, *History of Jazz* □ Bravo (writing a music special or series).

Garry Shandling, Alan Zweibel, *It's Garry Shandling's Show—'The Graduate'* □ Showtime (writing a comedy series).

Alan Rafkin, *It's Garry Shandling's Show* □ Showtime (directing a comedy series).

Robin Williams, *On Location: Robin Williams—An Evening at the Met* □ HBO (writing a comedy special).

Billy Crystal, Paul Flaherty, *The Lost Minutes of Billy Crystal* □ HBO (directing a comedy special).

Down at Fraggle Rock...Behind the Scenes, HBO, Henson Associates □ Jim Henson, producer/director; Diana Birkenfield, vice president of production (children's educational of informational special or series).

The Truth About Alex, HBO, Scholastic Productions, Insight Production Co. □ Jane Startz, John Brunton, John Matoian, executive producers; Martin Harbury, producer; Paul Shapiro, director; Craig Storper, writer (children's entertainment special or series—nine and older).

The Worst Witch, HBO, Central Independent TV □ Lewis Rudd, Hilary Heath, executive producers; Colin Shindler, producer; Robert Young, director; Jill Murphy, Mary Pleshette Willis, writers; Don Black, co-writer (children's entertainment special or series—eight and younger).

David Fairfield, Randy Gladstein, Wayne Hudgins, *Will Rogers: Look Back in Laughter* □ HBO (editing for a documentary special or series).

Ralph Brunjes, *Really Weird Tales—Cursed with*

Week 18 ratings roundup: NBC on top with 16.3/26; CBS second at 15.0/24, and ABC third with 12.3/20; CBS wins evening news

Nielsen		Net	Show	AGB	
1.	30.9/45	N	Cosby Show	1	30.3/46
2	27.7/41	N	Different World	2	27.6/41
3	26.9/40	N	Cheers	3	24.5/37
4	25.1/38	N	Night Court	7	23.4/34
5	23.5/36	C	60 Minutes	8	23.2/36
6	22.5/32	A	Growing Pains	6	23.5/33
7	22.3/32	C	Murder, She Wrote	5	23.7/34
8	22.1/32	A	Who's the Boss?	9	23.2/34
9	22.0/36	N	L.A. Law	21	17.8/29
10	21.9/36	N	Golden Girls	4	24.4/37
11	18.8/28	A	Moonlighting	10	20.6/30
12	18.7/28	N	NBC Sunday Movie	24	16.8/25
13	18.6/27	N	ALF	18	18.6/27
14	18.4/28	C	CBS Sunday Movie	11	20.5/32
15	18.4/27	N	Valerie's Family	15	19.3/27
16	18.3/26	N	Matlock	13	19.4/28
17	17.8/26	C	Newhart	12	20.1/29
18	17.5/25	N	Family Ties	22	17.5/25
19	17.4/26	C	Designing Women	17	18.6/28
20	17.4/30	N	Amen	14	19.3/30
21	17.2/28	C	Dallas	16	19.2/31
22	17.1/26	A	Head of the Class	27	16.4/25
23	16.9/26	N	Highway to Heaven	20	17.9/27
24	16.3/28	A	Dynasty	47	12.9/22
25	16.3/24	N	Hunter	29	16.2/24
26	16.1/26	C	Knots Landing	28	16.4/27
27	15.9/25	A	Perfect Strangers	25	16.7/25
28	15.8/27	N	227	23	17.3/26
29	15.8/25	N	NBC Monday Movie	32	15.2/24
30	15.6/24	A	Hooperman	40	14.4/22
31	15.1/22	C	Kate and Allie	19	18.0/26
32	15.0/27	C	Falcon Crest	26	16.7/28
33	14.6/22	C	Magnum, PI	31	15.7/25
34	14.2/25	C	Cagney and Lacey	36	14.7/25
35	13.9/20	A	MacGyver	42	13.7/20
36	13.9/24	C	Beauty and the Beast	39	14.4/23
37	13.9/24	C	Equalizer	33	15.2/26
38	13.8/24	A	Thirtysomething	44	13.6/24
39	13.5/23	C	Country Music Celebration	30	15.8/25
40	13.5/23	N	Facts of Life	38	14.5/23
41	13.2/24	N	J.J. Starbuck	46	13.1/22
42	13.2/22	N	Miami Vice	52	12.3/20
43	13.0/22	A	Mr. Belvedere	35	14.8/24
44	13.0/20	A	Slap Maxwell Story	57	11.2/18
45	13.0/19	C	Simon and Simon	43	13.6/20
46	12.8/19	C	Jake and the Fatman	45	13.2/19
47	12.7/22	C	Wiseguy	50	12.5/21
48	12.6/22	C	High Mountain Rangers	37	14.6/23
49	12.5/18	C	Frank's Place	34	14.8/21
50	12.5/22	N	Crime Story	51	12.4/22
51	12.4/22	A	Spenser: For Hire	58	11.1/19
52	12.3/19	N	Year in the Life	53	12.3/19
53	12.1/18	C	48 Hours	49	12.6/18
54	11.7/20	N	Candid Kids	41	14.2/23
55	11.6/20	A	Dolly	48	12.8/20
56	11.5/17	C	Tour of Duty	55	11.6/17
57	11.3/20	A	20/20	56	11.3/19
58	11.1/17	A	Disney Sunday Movie	69	8.8/13
59	10.8/17	A	ABC Monday Movie	62	10.1/16
60	10.7/17	N	Our House	54	11.9/19
61	10.6/18	A	Full House	59	10.7/18
62	10.4/16	A	ABC Sunday Movie	67	9.1/14
63	9.2/16	N	Bronx Zoo	65	9.2/16
64	9.0/15	A	Ohara	63	9.9/15
65	8.9/15	A	Thorns	64	9.9/16
66	8.8/14	A	ABC Thursday Movie	70	8.6/13
67	8.7/15	N	NBC News Special	60	10.5/18
68	8.5/13	C	Law and Harry McGraw	61	10.2/15
69	8.1/13	A	Sledge Hammer!	68	8.8/14
70	8.1/14	N	Storyteller	66	9.2/15
71	7.4/11	A	Charmings	71	7.2/11

Order [DA-1873] adopted Dec. 23, 1987, by assistant chief, Audio Services Division.)

Review Board Action

■ Denver, CO—Granted joint request for settlement agreements and dismissed applications of Gali Communications Inc., Urban Minority Broadcasting Instutute Inc., and Continental Divide Television Partners Ltd. for new TV station at Denver. (MM Docket 86-180 by Order [FCC 88R-1] adopted Jan. 13 by review board.)

ALJ Actions

■ Hastings, NE—Granted application of Bott Communications Inc. for new FM station at Hastings. (MM Docket 86-362 by summary decision [FCC 88D-1] Issued Jan. 7 by ALJ Walter C. Miller.)

By ALJ John M. Frysiak on dates shown:

■ Ferndale, CA (Mrs. Betty Bennett and M. Keith Allgood) FM proceeding—Approved settlement agreement and dismissed with prejudice application of Betty Bennett, granted application of M. Keith Allgood for new FM station on channel 257A (99.3 MHz) at Ferndale, and terminated proceeding. (By MO&O, Jan. 11) (MM Docket 87-513).

By ALJ Joseph P. Gonzalez on dates shown:

■ Vero Beach/Fort Pierce, FL (Microwave Co. of Florida Inc. and Video Communications Systems) MDS proceeding—Approved settlement agreement and dismissed with prejudice application of Video Communications Systems, granted application of Microwave Co. of Fla. for new MDS station on channel 1 at Vero Beach/Ft.Pierce, and terminated proceeding. (By MO&O, Jan. 11) (MM Docket 87-253).

■ Kansas City, MO (Channel 32 Broadcasting Co., et al) TV proceeding—Granted request by CMTV Ltd. and dismissed with prejudice application of Victory Media Inc. for failure to prosecute. (By Order, Dec. 24, 1987) (MM Docket 87-86).

■ Bloomfield, NM (Mehl D. Tafoya) FM proceeding—Granted request by Mehl D. Tafoya and granted his application for new FM station on channel 283C (104.5 MHz) at Bloomfield, and terminated proceeding. (By MO&O, Jan. 11) (MM Docket 87-340).

■ Rocky Mount, NC (RMS Broadcasting, et al) TV proceeding—Granted motion for summary decision by Family Broadcasting Enterprises and resolved air hazard issue in its favor. (By MO&O, Jan. 11) (MM Docket 87-446).

By ALJ Edward J. Kuhlmann on dates shown:

■ Orlando, FL (B.F.J. Timm, et al) FM proceeding—Granted motion for summary decision by Urban Broadcasting Corp. and resolved city coverage issue in its favor, granted motion for partial summary decision by Claire Towe and resolved city coverage and air hazard issues in her favor, granted request by Charisma Radio Partners and dismissed with prejudice application of Orlando Broadcasting Foundation, a Partnership, for failure to prosecute. (By MO&O, Jan. 12) (MM Docket 87-305).

By ALJ Edward Luton on dates shown:

■ Avalon, CA (Coastal Broadcasting Partners, a California Ltd. Partnership, et al) TV proceeding—Granted motion for summary decision by Catalina 54 Broadcasting Ltd., a California Ltd. Partnership and resolved air hazard issue in its favor. (By MO&O, Dec. 22, 1987) (MM Docket 86-173).

■ Statesboro, GA (Donald Outland McDougald, et al) FM proceeding—By separate orders, granted request by Debra Sears Graham and dismissed her applications with prejudice. Approved settlement agreement and dismissed with prejudice applications of McDougald, Marianne Warnock and Emily Keaton Franklin, granted application of Pamela Hodges for new FM station on channel 275A (102.9 MHz) at Statesboro, and terminated proceeding. (By MO&O, Dec. 22, 1987) (MM Dcoket 87-150).

■ Troy, OH (Coffey Broadcasting, a Ltd. Partnership, et al) FM proceeding—Granted motion by Coffey Broadcasting and dismissed with prejudice application of Better News Inc. for failure to prosecute. (By Order, Dec. 22, 1987) (MM Docket 87-172).

By ALJ Walter C. Miller on dates shown:

■ Hastings, NE (Charles Ray Shinn and Bott Communications Inc.) FM proceeding—Granted request by Charles Ray Shinn and dismissed his application with prejudice. (By MO&O, Jan. 5) (MM Docket 86-362).

■ Rapid City, SD (Tom-Tom Communications Inc) FM proceeding—Granted motion for summary decision by Tom-Tom Communications and resolved shadowing issue in its favor. (By MO&O, Jan. 11) (MM Docket 87-420).

By ALJ Richard L. Sippel on dates shown:

■ Roswell, NM (Sheila Roe) FM proceeding—Granted amended application of Sheila Roe for new FM station on channel 293C (106.5 MHz) at Roswell, and terminated proceeding. (By MO&O, Dec. 29, 1987) (MM Docket 87-12).

■ Gaston, NC (George W. Draper, Jr. et al) FM proceeding—Granted request by M and S Broadcasting and dismissed with prejudice application of Keith A. Smith for failure to prosecute. (By Order, Jan. 5) (MM Docket 87-514).

By ALJ Joseph Stirmer on date shown:

■ Hatch, NM (Hatch Broadcasting Inc., et al) FM proceeding—By separate orders, granted requests by Beverly R. Flotte and Hatch Broadcasting Inc. and dismissed their applications with prejudice. (By Orders, Jan. 11) (MM Docket 87-518)

Allocations

Applications

■North Little Rock, AR—At request of Mid-South Frequency Monitoring Service, proposed amending FM table by allotting channel 299A (107.7 mhz) to North Little Rock as its first local FM service. Comments are due March 17, replies April 1. (MM Docket 87-612 by NPRM [DA 87-1953] adopted Dec. 22, 1987, by chief, Allocations Branch.)

■Bakersfield, CA—At request of Gene Denari, proposed amending television table by allotting UHF channel 65 to Bakersfield as its fifth commercial television service. Comments are due March 14, replies March 29. (MM Docket 87-610 by NPRM [DA 87-1942] adopted Dec. 21, 1987, by chief, Allocations Branch.)

■Fowler, CA—Effective March 7, amended FM table by substituting channel 244B1 (96.7 mhz) for channel 244A at Fowler, and conditionally modified license of KEZL-FM, to specify operation on B1 channel. (MM Docket 87-391 by R&O [DA 87-1949] adopted Dec. 24, 1987, by chief, Allocations Branch.)

■Loveland, CO—Effective March 7, amended FM table by substituting channel 273C2 (102.5 mhz) for channel 272A (102.3 mhz) at Loveland, and conditionally modified license of KLOV-FM to specify operation on C2 channel. (MM Docket 87-180 by R&O [DA 87-1951] adopted Dec. 22, 1987, by chief, Allocations Branch.)

■Jenkins, KY—At request of Kincraft Industries Inc., proposed modifying license of WIFX-FM, to operate on channel 232C2 (94.3 mhz) instead of channel 232A. Comments are due March 17, replies April 1. (MM Docket 87-613 by NPRM [DA 87-1954] adopted Dec. 22, 1987, by chief, Allocations Branch.)

Summary of broadcasting
as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Actions

■Searcy, AR—Effective March 7, amended FM table by substituting channel 260C2 (99.9 mhz) for channel 257A (99.3 mhz), and conditionally modified license of KSER(FM) at Searcy, to specify operation on C2 channel. (MM Docket 87-17 by R&O [DA 87-1950] adopted Dec. 24, 1987, by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■Accomac and Deltaville, VA and Moyock, NC—Effective March 10, amended FM table by substituting co-channel 221B1 (92.1 mhz) for channel 221A, and conditionally modifying license of WOFM(FM) at Moyock to specify operation on B1 channel; allotted channel 257B1 (99.3 mhz) to Accomac and channel 222A (92.3 mhz) to Deltaville. Filing window for channels allotted to Accomac and Deltaville opens March 11, closes April 11. (MM Docket 87-207 by R&O [DA 87-1957] adopted Dec. 24, 1987, by chief, Allocations Branch.)

Call Letters

Applications

Call	*Sought by*
New FM's	
WTXR	Boston Radio Co., Boston, GA
KECC	Miles Community College, Miles City, MT
KTPH	Nevada Public Radio Corp., Tonopah, NV
Existing AM	
WHGR	WMKM Northlands Communications, Inc., Houghton Lake, MI

Grants

Call	*Sought by*
New FM's	
WZUU	Patrick L. Lopeman, Galva, IL
WJDW-FM	Lifestyles, Inc., Corydon, IN
WBBS	Berkshire Broadcasting-South, Inc., Great Barrington, MA
WRIZ-FM	Edward J. Podorsek, Lakeview, MI
KCHK-FM	Kingsley H. Murphy, Jr., New Prague, MN
New TV's	
WHTV	Jackson TV Company, Jackson, MI (TV)
WKTB	Kaul Bcg Co., Inc., Richland Center, WI (TV)
Existing AM's	
KHLT	KLRA Signal Media of Arkansas, Inc., Little Rock, AR
WBAB	WGBB Noble Broadcast of New York, Inc., Freeport, NY
WELX	WBUG Pro Marketing, Inc., Hughesville, PA
WWSW	WTKN Shamrock Bcg, Inc., Pittsburgh, PA
WWRB	WNKZ Rebs Nashville, Inc., Madison, TN
KSVZ	KMIA Stuart-Gaines Bcg Corp., Fort Worth, TX
Existing FM's	
KGRX	KEYX Allison Bcg Co., Inc., Globe, AZ
KHLT-FM	KHLT Signal Media of Arkansas, Inc., Little Rock, AR
WEZY-FM	WVFM Chapman S. Root Revocable Trust, Lakeland, FL
WZBZ	WXRY Empire Bcg Corp., Ridgeland, SC
WQWZ	WTMG Nashville Partners, L.P., Murfreesboro, TN
WWRB-FM	WWRB Rebs Nashville, Inc., Franklin, TN
KKZX	KQSP Inland Empire Bcg, Inc., Spokane, WA

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

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66, 68, 72, 73, 78-94, 96-98,

102, 120

C1750-1
2/8/88

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 8

SCARECROW
—and— Mrs. King
WB
WARNER BROS. TELEVISION DISTRIBUTION
unications Company

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

57th Year 1988

Still breaking records in broadcast-cable trading

Media-watching in Iowa

Vol. 114 No. 6

Broadcasting ▱ Feb 8

Following the media army on the stump in Iowa...page 47.

No bonanza expected for 1988 spot TV...page 51.

Broadcast station sales reach new high...page 61.

IOWA! ☐ From the scene, BROADCASTING chief correspondent, Leonard Zeidenberg, reports on Fifth Estate's "zone" coverage of Iowa presidential caucuses. **PAGE 47.**

PRIME TIME SILVER ☐ ABC-TV's prime time coverage of 1988 winter Olympics is expected to lift network to second place in prime time race. **PAGE 50.**

NUMBERS GAME ☐ Advertisers not happy with "average" ratings of ABC's *Super Bowl XXII*. **PAGES 51.**

BACK TO SCHOOL ☐ IRTS Faculty/Industry seminar examines trends in entertainment, news and sports programing. **PAGE 52.**

BIRDS GOTTA FLY ☐ With agreement to sell its four-satellite Westar system to Hughes Aircraft Co., Western Union Corp. readies to leave satellite business. **PAGE 53.**

FOR THE RECORD ☐ Broadcast station sales changed hands at record levels last year, reaching $7.5 billion for broadcast stations sold and $6 billion for cable systems. **PAGE 61.**

TO THE HIGHEST BIDDER ☐ Spectrum auctioning is under serious consideration in Great Britain as part of that country's government reforms of commercial radio. **PAGE 99.**

MURDER ON CABLE ☐ USA Network's purchase of popular prime time series, *Murder, She Wrote*, is largest programing outlay in cable network's history. **PAGE 102.**

SMPTE '88 ☐ Twenty-second annual SMPTE meeting focuses on television's future. **PAGE 105.**

MATTER OF ETHICS ☐ President Reagan is among speakers at National Religious Broadcasters* 45th annual meeting; NRB makes Ethics and Financial Integrity Commission permanent part of its ethics code. **PAGE 108.**

NO TIME ☐ White House rebukes three broadcast networks after they decline to air President Reagan's prime time appeal for contra aid. **PAGE 113.**

SUPPLY SIDE ☐ Barry Thurston's interest in television as teen-ager has led him to helm of syndication at Columbia Pictures Television. **PAGE 135.**

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April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J.

Open Mike

Counterpoint

EDITOR: Mr. Sapadin's commentary ["Monday Memo," Feb. 1] gives a distorted picture of the role of the Corporation for Public Broadcasting and the history of its support of independent producers. CPB has always taken very seriously its responsibility to support independent producers. In fact, both the chairman and president of CPB met recently with Mr. Sapadin [executive director of the Association of Independent Video and Filmmakers] and Robert Richter, president of AIVF, to hear their concerns.

Since 1980, CPB's Program Fund has contributed in excess of $72 million, or over 46% of its programing dollars, to independent producers. All recipients of CPB funds for major series must accept CPB's requirement to support independent and minority productions. We believe that independents have the maximum amount of freedom consistent with good business practice and that their artistic or journalistic independence has not been impinged.

In addition to support of major series, independent producers receive direct program support for individual programs or series through three rounds of an annual Open Solicitation process in which any producer may submit a proposal for funding. CPB allocates in excess of $6 million per year to this process, or more than $30 million over the past four years.

Panels of experts are part of the decision-making process to a significantly greater degree than Mr. Sapadin suggests. Virtually all of the Program Fund's production support is governed by panels of experts, many of whom are independent producers.

Finally, the Channel 4 Television model proposed by the independents fails to take into account that the Channel 4 staff has the additional authority to broadcast the programs they finance. Under such a system in the United States, the independents would not have this authority. Hence, American taxpayers would have no guarantee that programing supported by their dollars would ever reach the public TV airwaves.—*Howard Gutin, chairman of the board, and Donald Ledwig, president and CEO, Corporation for Public Broadcasting, Washington.*

1884 update

EDITOR: In your otherwise excellent Feb. 1 account of the recent seminar on politics at the Gannett Center for Media Studies in Jeff Greenfield's apparent assertion that James G. Blaine lost the 1884 election after "a Blaine detractor relegated his party (Republican) to that of 'rum, Romanism and rebellion'." This is misleading.

By all available accounts, the unfortunate remark was made by a Blaine supporter, who called the New York Democrats the party of "rum, Romanism and rebellion." Some voters didn't like being told they were people who imbibed alcohol, worshipped at the Roman Catholic Church and had supported the Confederacy in the "Southern rebellion." Blaine failed to disavow the unfortunate remark, and this cost him some votes.

He didn't lose by much, 25,685 votes out of a total of 10,049,754 votes cast. (All figures are from *Presidential Elections Since 1789*, Fourth Edition; Congressional Quarterly, Inc.; 1987.)

One must approach Grover Cleveland with care, for he is our only President with split four-year terms. After defeating Blaine in 1884, he lost the 1888 election to Benjamin Harrison in the Electoral College after polling a popular plurality of 90,596. Cleveland came back in 1892, beating Harrison in both the popular and the electoral vote. As a result, Grover Cleveland confuses lots of students of American history.—*Lawrence Laurent, Editor-in-Residence, Broadcast Pioneers Library, Washington.*

AM stereo classic

EDITOR: Attention AM stereo fans. Here's a reminder of something that is on AM—not on FM—and it is in stereo.

What I guess may be the last of the "Golden Days" of radio is available if you live within 750 miles of Nashville. Every weekend night the *Grand Ole Opry* airs live on clear channel WSM, AM 650.

You don't even have to be a country music fan to appreciate this live radio show. Here, country music is performed in one of the most professional settings you will ever hear. The *Grand Ole Opry* auditorium is state of the art technically. The stereo separation and the mix are top flight.

Now there is one drawback. Unfortunately WSM broadcasts with the C-Quam system. Therefore, if you are not as fortunate as I, that is, if you can't hear WSM's ground wave and must resort to sky wave listening, you will be subject to some platform motion if you are several hundred miles away. But I invite you to hear great stereo.

Have fun and let me know what you think. I salute WSM for making the effort to give us live stereo music on the radio, AM radio.—*Shelly Davis, president, WKKX(FM) Jerseyville, Ill. (St. Louis).*

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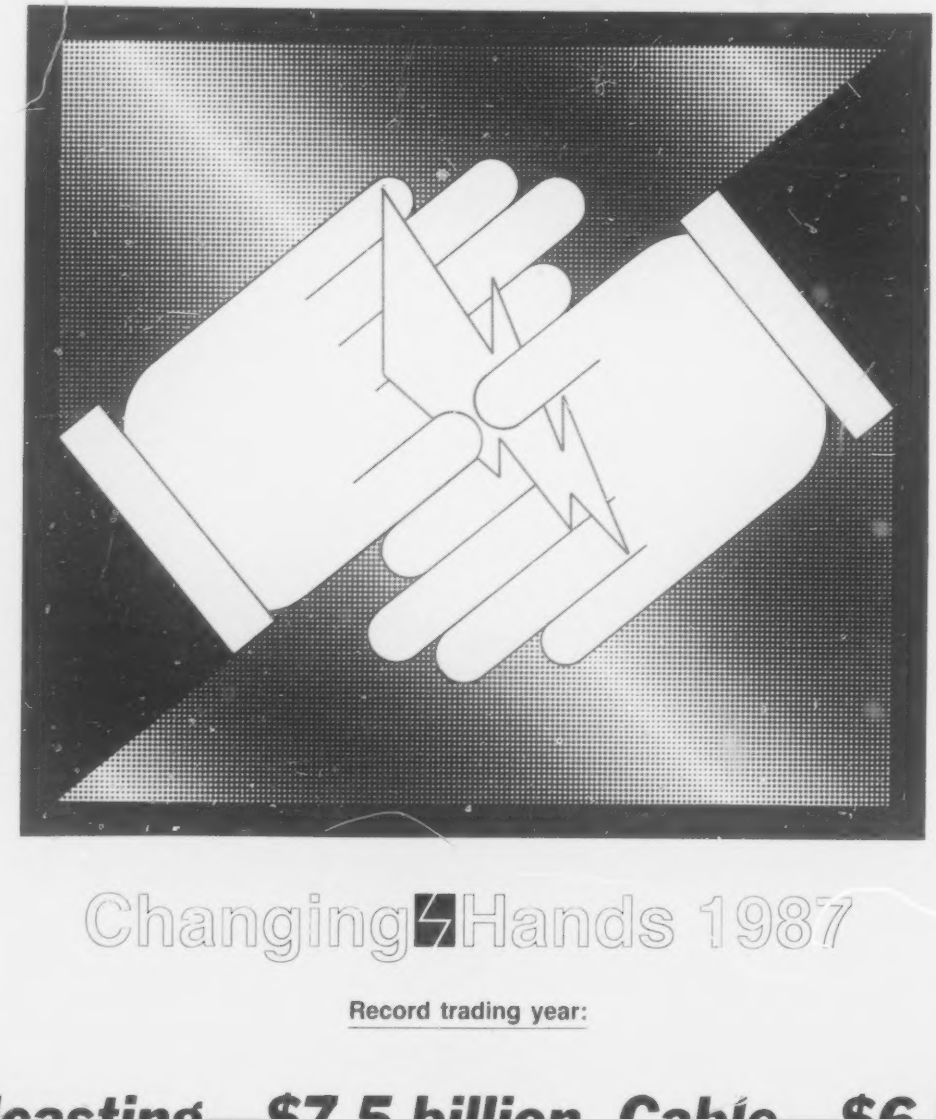
Special Report



Changing Hands 1987

Record trading year:

Broadcasting—$7.5 billion, Cable—$6 billion

The total dollar value for all broadcast stations sold in 1987 set a new record—for the third year in a row—with a total of $7,509,154,473. Many observers of the station trading market expected the dollar value for station sales to be down in 1987, without the incentive of tax changes that boosted sales in 1986 to a record $6.2 billion and with anticipated dampening of the stock market crash of last October. But a new record for group sales—$4,610,965,000—helped push 1987 to record heights.

Last year 1,304 stations were sold in 652 transactions—231 AM sales, 166 FM sales, 179 AM-FM combination sales involving 358 stations, 59 TV sales involving 71 stations and 17 group sales involving 53 AM's, 61 FM's and 17 TV's.

Wall Street's Black Monday was the biggest financial news of the year and broadcasters did not escape unscathed. Casualties included the cancellation of M.L. Media's purchase of United Broadcasting and United Artists merger with United Cable. Perhaps the biggest effect of the crash is the decimation of the junk bond market, which has fueled many station sales. With those funds drying up, and reticence on the part of new buyers, there was a definite slowdown in the station trading market after the crash, with dwindling sales in the last two months of the year. That reticence was due, at least in part, to the huge losses in stock values suffered by public companies.

Group sales showed the greatest increase from previous years, driven by the sales of Taft, KKR's sale of the Storer television stations to Gillett and TeleCommunications Inc.'s buyout of Heritage Communications, which accounted for about $3.6 billion of the total. Other groups departing from the scene included DKM, which sold its stations to Summit Communications; First Media's sale of its radio properties; the sale of the John Blair stations to Sconnix

34 years of station transactions

	Dollar volume of transactions approved by FCC					Number of stations changing hands		
	Total	*Radio only*	*Groups**	*TV*		*Radio*	*Groups**	*TV*
1954	$60,344,130	$10,224,047	$26,213,323	$23,906,760	**1954**	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	**1955**	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	**1956**	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	**1957**	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	**1958**	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	**1959**	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	**1960**	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	**1961**	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	**1962**	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	**1963**	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	**1964**	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	**1965**	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	**1966**	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	**1967**	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	**1968**	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	**1969**	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	**1970**	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	**1971**	270	2	27
1972	271,330,537	114,424,673	0	156,905,864	**1972**	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	**1973**	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	**1974**	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	**1975**	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	**1976**	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	**1977**	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	**1978**	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	**1979**	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	**1980**	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	**1981**	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	**1982**	597	0	30
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830	**1983**	669	10	61
1984	2,118,056,053	977,024,266	234,500,000	1,252,023,787	**1984**	782	2	82
1985	5,668,261,073	1,414,816,073	962,450,000	3,290,995,000	**1985**	1,558	218	99
1986	6,192,669,871	1,490,131,426	1,993,021,955	2,709,516,490	**1986**	959	192	128
1987	7,509,154,473	1,236,355,748	4,610,965,000	1,661,832,724	**1987**	775	132	59
Total	33,050,458,121	10,268,566,430	10,155,601,323	13,648,073,434	**Total**	12,902	478	1,169

Note: The dollar volume figures represent the total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions, such as Capcities' buy of ABC in 1985. Although all sales have been approved by the FCC, they may not necessarily have reached final closing. Prior to 1978, a combined AM-FM facility (replaced in 1985 by Groups, see below) was counted as one station in computing the total number of stations traded. Now AM-FM combinations as well as groups, are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales. Group sales are now limited to compilations of "pure" stations sales—those concerning only television and radio stations.

Broadcasting and the sale of 75% of the Price Communications radio stations.

Television station sales were way down from previous years, at only $1.7 billion. TV sales have not been below $2 billion since 1984. Much of that decline can be traced to the continuing decline of independent television and a growing reluctance on the part of television network affiliate owners to part with their profitable stations.

Radio sales were down a little from 1986's $1.5 billion, with $1,236,366,748 in sales. When radio-only group sales are included however, the total jumps to more than $2 billion. A new record was established for AM-FM combinations, with the sale of KVIL-AM-FM Dallas for $82 million.

Summaries of all station and group sales over $1 million follow.

Groups

In 1987 there were 17 group sales involving 53 AM's, 61 FM's and 18 TV's, totalling $4,610,965,000, more than twice the 1986 total. BROADCASTING defines a group sale to be a mixture of radio and television stations or more than two stations, with at least one station in a different service than the rest. Fourteen of those sales were radio-only, two were TV and radio, and also included was Gillett's purchase of 55% of the Storer TV group.

□

Taft Broadcasting was sold to its largest shareholders, American Financial Corp., headed by Cincinnati-based investor, Carl Lindner, The Robert M. Bass Group and members of the founding Ingalls and Taft families. The price of $157 per share for its 9.2 million shares equaled about $1.45 billion. Under the agreement, partners soon took away large pieces of the group, with The Bass Group taking Taft's 43% share of BT Cable, a joint venture between Bass and Taft that purchased Wometco Cable TV two years ago, with about 355,000 subscribers, and Taft Cable, which Taft manages in partnership with Telecommunications Inc., with about 175,000 subscribers. Bass also received WTVN(TV) Columbus, Ohio., and $157.5 million for its efforts. American Financial Corp. will own the station group of seven AM's, eight FM's and five TV's, which it renamed Great American Broadcasting Co. Dudley Taft, former vice chairman, bought the group's WGHP(TV) Greensboro, N.C., and WPHL-TV Philadelphia (see TV's).

□

Gillett Broadcasting tested the waters of the FCC's less restrictive ownership rules with the transfer of five stations to Busse Broadcasting, an entity owned in trust by the children of owner George Gillett, who was left with one AM, one FM and six TV's under his name. When Gillett bought 55% of **WAGA-TV** Atlanta, **WSBK-TV** Boston, **WJW-TV** Cleveland, **WJBK-TV** Detroit, **WITI-TV** Milwaukee and **KCST-TV** San Diego from Storer Communications for $1.3 billion, the FCC reexamined his relationship with Busse to see if it violated the rules limiting ownership to 12 stations (14 if minority control is involved) and imposed stringent conditions that forbade Gillett's control of the Busse group.

□

Heritage Communications Inc. was purchased by a group largely owned by Tele-Communications Inc., the country's largest cable MSO, and members of Heritage management for $34 per share or about $892 million. The broadcast group of four AM's, three FM's and seven TV's was renamed Heritage Media and spun off to a group headed by James Hoak Jr., who remains chairman of the parent.

□

The largest pure station trade of the year, and the second largest radio group trade was Summit Communications Group's purchase of **KLZ(AM)-KAZY(FM)** Denver; **WAOK(AM)-WVEE(FM)** Atlanta; **WCAO(AM)-WXYV(FM)** Baltimore; **KWTO-AM-FM** Springfield, Mo.; **KFOR(AM)-KFRX(FM)** Lincoln, Neb.; **WAKR(AM)-WONE(FM)** Akron and **WONE(AM)-WTUE(FM)** Dayton, both Ohio, and **KMEZ-AM-FM** Dallas from DKM Broadcasting for $200 million. DKM was formed in 1984 with the $60-million purchase of nine radio stations from Schering-Plough Corp., a purchase financed by a New York-based investment firm, Dyson-Kissner-Moran Corp. DKM is principally owned by Robert Dyson and family, who continue to own WPDH(AM)-WEOK(FM) Poughkeepsie, N.Y. Summit sold all its radio properties two years ago to a management group headed by Stephen Robertson, the group's vice president. Founded in the early 1930's by the late Gordon Gray, a member of the R.J. Reynolds tobacco family, Summit, based in Winston-Salem, N.C., is still principally owned by members of the Gray family and is headed by Richard Stakes.

□

Cook Inlet Region Inc. bought **KOPA(AM)-KSLX(FM)** Scottsdale, Ariz.; **WZGC(FM)** Atlanta; **WUSN(FM)** Chicago; **WPGC(AM)-WCLY(FM)** Morningside, Md. (Washington); **WZLX(FM)** Boston; **KFMK(FM)** Houston; **KFMY-AM-FM** Provo, Utah, and **KUBE(FM)** Seattle from First Media Corp. for $177 million. First Media is a Washington-based group principally owned by brothers, J.W. and

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Richard Marriot, who own the motel and food service firm, Marriot Co. First Media continues to own WCPX(TV) Orlando, Fla. Cook Inlet is a partnership of an Anchorage-based group of native Alaskans, established to manage awards for illegally seized native lands, and Whitcom Partners, owned by Whitney Communications, a New York-based cable MSO and publisher of *The International Herald Tribune*.

□

Two group owners who sought to buy each other's stations struck an accord that allowed Honolulu-based Heftel Broadcasting to merge with Pompano Beach, Fla.-based Statewide Broadcasting, forming H&G Communications, based in Santa Monica, Calif. Statewide had been seeking Heftel's WLUP(FM) Chicago and Heftel was looking at Statewide's WCFL(AM) Chicago, when the two firms decided that a merger would be the logical outcome. Heftel Broadcasting, principally owned by Cecil Heftel, brought five stations: **KTNQ(AM)-KLVE(FM)** Los Angeles; **WLUP-FM** Chicago; and **KSSK(AM)** Honolulu and **KXPW(FM)** Waipahu, both Hawaii. Statewide, which is principally owned by Jordan and Scott Ginsburg, brought **WVCG(AM)** Coral Gables and **WAPE-AM-FM** Jacksonville, both Florida; **WCFL(AM)** Chicago [since changed to WLUP(AM)], and **KHYI(FM)** Arlington, Tex. (Dallas). Statewide and Heftel each own 50% of the new group and the total value of the 10 stations was estimated at about $160 million. To bring its contribution to the new firm in line with Heftel's, Statewide paid $6.5 million in additional consideration.

□

Following the sale of John Blair & Co. to Reliance Capital Corp. two years ago, Blair's radio stations were sold last year to Sconnix Broadcasting Corp. for $152 million. The eight stations were **WFLA(AM)-WPDS(FM)** Tampa, Fla.; **WIBC(AM)-WEAG(FM)** Indianapolis; **WHDH(AM)-WZOU(FM)** Boston and **KVIL-AM-FM** Dallas, which was spun off for the largest AM-FM combination sale ever (see AM's-FM's). To buy the Boston stations, Sconnix also spun off Reliance's WZOU(FM) Boston (see FM's). Reliance also bought KSTS(TV) San Jose, Calif. (San Francisco), and an unbuilt TV in Galveston Tex. (see TV's).

□

Price Communications sold a 75% interest in **KIOI-FM** San Francisco; **WMTG(AM)-WNIC-FM** Dearborn, Mich.; **WLAC-AM-FM** Nashville, and **KKOB-AM-FM** Albuquerque, N.M., to Fairfield Communications Corp. for $120 million. Fairfield, which changed its name later to Fairmont Communications, is a new group headed by Frank Osborn, head of Osborn Communications. His group, New York-based Osborn Communications, also was active in the station group market, buying **KKRD-FM** Wichita, Kan.; **WWVA(AM)-WOVK(FM)** Wheeling, W.Va., and **WJSU(TV)** Anniston, Ala., from John Price Broadcasting for $25.1 million. Salt Lake City-based John Price also bought KQMS(AM)-KSHA(FM) Redding, Calif. (see AM's-FM's). Osborn Communications now owns four AM's, eight FM's and one TV, and is owned by Brownlee Curry, chairman, and Frank Osborn, president.

□

Duffy Broadcasting sold **KRZN(AM)-KMJI(FM)** Denver; **KSMJ(AM)-KSFM(FM)** Sacramento, Calif., and **KONO(AM)-KITY(FM)** San Antonio and **KBTS-FM** Killeen, both Texas, to Genesis Broadcasting, a management team headed by Marty Greenburg, president and chief executive officer of Duffy, and financed by Booth American, for $74 million. ("In Brief," July 13, 1987). Dallas-based Duffy is principally owned by Robert Duffy. Genesis is principally owned by Booth American, a Detroit-based group of four AM's and seven FM's and a cable concern, principally owned by John L. Booth and family. Duffy also sold **WORZ(FM)** Orlando, Fla. (see FM's).

□

Swanson Broadcasting Inc. sold **KKNG(FM)** Oklahoma City and **KRMG(AM)** Tulsa, Okla., and **KKYX(AM)-KLSS(FM)** San Antonio, Tex., to New City Communications for $20 million. New City was formerly Katz Broadcasting before it was bought by group president, Dick Ferguson, Robert Longwell, Jim Morely, Rich Reis and Michael Weinstein.

□

WROW-AM-FM Albany, N.Y., and **WLKW(FM)** Providence, R.I., were sold by JAG Communications Inc. to Wilks/Schwartz Broadcasting for $15,390,000. JAG is owned by long-time WOR(AM) New York, personality, John A. Gambling, and Morton Hamburg. It also owns WLIF(FM) Baltimore and WFOG(FM) Suffolk, Va. The Longmeadow, Mass.-based buyer, a group of three AM's and four FM's, is owned by Donald Wilks and Mike Schwartz.

□

Star Cablevision Partnership, a Fond du Lac, Wis.-based cable MSO with systems in four states headed by Donald G. Jones, sold **KFIZ(AM)** Fond du Lac and **WLIP(AM)-WJZQ(FM)** Kenosha, Wis., to Independence Broadcasting Corp. for $11,475,000. With the sale of KFIZ and WLIP-WJZQ, Star no longer has broadcast interests. New York-based Independence is principally owned by Peter Sulick, chairman, and John Goodwill, president. It also owns KOEL-AM-FM Oelwein, Iowa, and KSAL(AM)-KYEZ(FM) Salina, Kan.

□

Mark L. Woolfson, sold his group of **WBGM-**

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who do they call?

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AM-FM Tallahassee, Fla.; **WSBY(AM)-WQHQ-FM** Salisbury-Ocean City, Md.; **WGUS-AM-FM** Atlanta and **WWQQ-FM** Wilmington, N.C., for $11.4 million to Gisela B. Huberman, who also owns WLVW(FM) Salisbury, Md., and WMNX(FM) Tallahassee, Fla., both of which will be spun off.

□

Amarillo, Tex.-based Adams-Shelton Broadcasting, a group of two AM's and four FM's owned by Keith Adams and James D. Shelton, sold **KORQ-AM-FM** Abilene and **KLSF(FM)** Amarillo, both Texas, to Bakcor Broadcasting Inc. for $5.2 million. Backor is a Lubbock, Tex.-based group of two AM's and two FM's owned by George Backe and seven others.

□

Peanuts Inc., a new group headed by Richard G. Lubic, bought **KENI(AM)-KKGR(FM)** Anchorage, **KBCM(AM)-KNIQ(FM)** Fairbanks and **KVOK(AM)-KJJZ(FM)** Kodiak, all Alaska, for $5.1 million from Pacific Rim Broadcasters Inc., owned by Howard Trickey and Greg Clapper who have no other broadcast interests. Peanuts Inc., is owned by publicly traded Laguna Beach, Calif.-based communications management firm, D.L. Ranch Co.

□

WIN Communications, Inc.

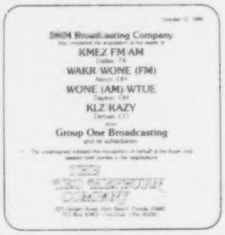
WIRE WXTZ

KBEZ

WIRL WSWT

KRVR

The Mid America Media Group



[illegible] Broadcasting Company

KMEZ FM AM

WAKR WONE (FM)

WONE (AM) WTUE

KLZ KAZY

Group One Broadcasting

CRB Broadcasting Corporation

WROQ-FM & WAES-AM

Sis Radio, Inc.

Blue Hen Broadcasting, Inc.

WAMS

Heritage Communications, Inc.

Mariner Broadcasters Inc.

WBEE (AM)

Heritage Communications, Inc.

Sinclair Telecable, Inc.

WRAP

Heritage Communications, Inc.

Guild Radio Co., Inc.

WCSC AM & WXTC FM

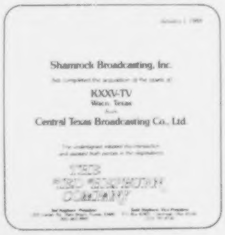
WCSC, Inc.

Todd Hepburn

Roth Communications

WCHY AM FM

Voice of Savannah, Inc.



Shamrock Broadcasting, Inc.

KXXV-TV

Waco, Texas

Central Texas Broadcasting Co., Ltd.

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Robert W. Campbell sold **KSGT(AM)** Jackson Hole, **KMER(AM)** Kemmerer and **KPOW(AM)-KLZY(FM)** Powell, all Wyoming, his only stations, for $4 million to Edward K. (Ned) Crecelius, a broadcast consultant and professor of international marketing at Babson College, Babson Park, Mass., and Jerry Lundquist, a New York-based management consultant.

□

KRVR(FM) Davenport, Iowa, and **WIRL(AM)-WSWT(FM)** Peoria, Ill. were sold by WIN Communications Inc. to Community Service Radio Inc. for $3.7 million. WIN is a Cleveland-based group of one AM and four FM's owned by Walter A. Tiburski and Anthony S. Ocepek. Community Service is owned by Jim Glassman, the former owner of Community Service Broadcasting Inc., a Mount Vernon Ill.-based group of three AM's and three FM's that was sold two years ago ("Changing Hands," Dec. 22 1986).

TV's

Television station sales accounted for $1,658,214,832 of the $7.5-billion broadcast station total for 1987. There were 59 transactions involving 71 stations, with 44 sales over $1 million. The average price was $23,406,094, up from 1986's average of $21,168,097. The 15 stations that sold for under $1 million were mostly construction permits and contributed only $3,617,892 to the total. The sales over $1 million follow:

□

The largest stand-alone TV sale of the year was that of **WTVT(TV)** Tampa, Fla., for $365 million from Gaylord Broadcasting Co. to Gillett Broadcasting. Oklahoma City-based Gaylord owns four TV's and is headed by Edward L. Gaylord. The buying group is principally owned by George Gillett and is 21% owned by Clarence V. McKee, an attorney of counsel with the Washington communications law firm of Pepper & Corrazzini. The deal raised eyebrows at the FCC since McKee, who is black, owns 52% of the voting stock of the station and qualified the sale for a tax certificate. Despite questions of the sincerity of McKee's control of the station, the FCC approved the sale in March. Gillett also sold five TV stations to Busse Broadcasting and bought 55% of six more TV's from Storer Communications (see Groups). Gaylord also sold **WVUE-TV** New Orleans to Burnham Broadcasting Co. for $61 million. Burnham is a Chicago-based group of five TV's principally owned by Peter Desnoes and five others.

Gillett Group also sold **KTVO(TV)** Kirksville, Mo., and **WLUC-TV** Marquette, Mich., to Federal Broadcasting Co. for $31,150,000. Federal is a Detroit-based group of two AM's and one FM headed by Peter Kizer, president.

□

NBC made one of the largest purchases of the year with the buy of **WTVJ(TV)** Miami from Kohlberg Kravis Roberts for $270 million. The purchase of the CBS affiliated station caused confusion in the market where NBC-affiliated WSVN(TV) had just signed a two-year agreement with NBC. WSVN(TV) owner Edward Ansin protested the sale at the FCC, but was rejected and the FCC approved the sale. A sale of the station to Lorimar-Telepictures for $405 million had been announced two years ago, but that deal fell through, and NBC picked up the station for what many considered a fire sale price. KKR also sold **WTVG(TV)** Toledo, Ohio, to former Storer chairman, Terry H. Lee, for $65 million.

□

Harte-Hanks Communications Inc. sold **WFMY-TV** Greensboro, N.C., and **WLTV(TV)** Jacksonville, Fla., to Gannett Co. for $155 million. The sale brought Arlington, Va.-based Gannett's station ownership to seven AM's, nine FM's and 10 TV's. Harte-Hanks had earlier sold **KYTV(TV)** Springfield, Mo., to Schurz Communications Inc. for $50.8 million. Schurz is a South Bend, Ind.-based group of one AM, one FM and three TV's; it is also a cable MSO and publisher of eight newspapers. It is headed by Franklin D. Schurz, president. Harte Hanks Communications Inc. is a publicly traded, San Antonio, Tex.-based publisher of 16 newspapers which also sold its cable systems (see Cable) and retains KENS-TV San Antonio. It is headed by Robert Marbut, president.

□

Forward Communications Corp. sold its TV stations to Adams Communications Corp. for $126.5 million. Adams bought **WHOI(TV)** Peoria, Ill.; **KOSA-TV** Odessa, Tex.; **WTRF-TV** Wheeling, W.Va., and **WMTV(TV)** Madison and **WSAW-TV** Wausau, both Wisconsin. Forward was purchased by former Secretary of the Treasury William Simon and Russell Chambers in 1984 for $95 million. Adams is owned by Minneapolis bottler and entrepeneur, Stephen Adams, and owns four AM's, five FM's and 10 TV's. Adams also bought KISS(FM) San Antonio, Tex. (see FM's).

□

WPHL-TV Philadelphia was sold by the Providence Journal Broadcasting Corp. to Dudley Taft Communications Inc. for $71,978,400. Providence R.I.-based Journal Broadcasting publishes the *Providence Journal-Bulletin*, operates 14 cable systems in five states and also owns KMSB-TV Nogales, Ariz., and KGSW(TV) Albuquerque, N.M. Journal Broadcasting is headed by Steve Hamblett, president. Taft is owned by Dudley Taft, former vice chairman of Taft Broadcasting, who also owns WGHP(TV) Greensboro, N.C.

□

Harold Crump, the former president of the Houston-based broadcast division of H&C Communications, and Dave Allen, president of Petry Inc., bought **WCSC-TV** Charleston, S.C., for $65 million from John Rivers and family, who also sold co-located WCSC(AM)-WXTC(FM) to Ralph Guild (see AM-FM's) and now have no other broadcast interests.

□

American Family Corp. bought **WAFB-TV** Baton Rouge from Guaranty Corp. for $60 million. Guaranty is a Baton Rouge-based, publicly traded, mutual insurance company, headed by George Foster, chairman. American Family is a Columbus, Ga.-based group of six TV's headed by John B. Amos, chairman. It also sold WMVP(AM)-WBGK(FM) Milwaukee (see AM-FM's).

□

Clay Communications Inc., which also sold its group of four newspapers to Thomson Newspapers Inc. ("In Brief,"

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April 20, 1987), sold **WAPT(TV)** Jackson, Miss.; **WWAY(TV)** Wilmington, N.C., and **KJAC-TV** Port Arthur and **KFDX-TV** Wichita Falls, both Texas, to Price Communications Corp. for $60 million. Clay is headed by Lyell Clay and family and has no other broadcasting or publishing interests. Price, which sold seven of its radio stations to Fairfield Communications (see Groups), bought **WSEE-TV** Erie, Pa., for $8,750,000 from principals of MMT Sales, a New York-based station representative headed by Gary Scollard, who also has an interest in KLRT(TV) Little Rock, Ark. Publicly owned, New York-based Price owns five AM's, four FM's and nine TV's after the sale and is headed by Robert Price, president.

□

Anchor Media completed its purchase of **WLOS(TV)** Asheville, N.C., from the New York-based investment firm, Kohlberg Kravis Roberts Co., for $50 million. Anchor is a St. Petersburg, Fla.-based group of three AM's and three FM's principally owned by former Gulf Broadcasting president, Alan Henry.

□

Shamrock Broadcasting Inc. sold **KEYT(TV)** Santa Barbara, Calif., to Smith Broadcasting for $30 million. Burbank, Calif.-based Shamrock owns five AM's, nine FM's and three TV's and is owned by Roy E. Disney and family. Chicago-based Smith is a group of five TV's principally owned by Robert N. Smith, William Reyner and Boston investment banker, TA Associates.

□

KXXV(TV) Waco, Tex. was sold by Robert A. Mann and family, who have no other broadcast interests, to Shamrock Broadcasting for $12,535,000.

□

National Group Inc., principally owned by N.J. Douglas and his wife, Hazel, who have no other broadcast interests, and Bluebonnet Broadcasting Co., owned by Raymond G. Schindler, who has no other broadcast interests, sold their jointly owned **KSTS(TV)** San Jose (San Francisco), Calif., and an unbuilt TV in Galveston, Tex., to Telemundo Group Inc. for a total of $25 million. Telemundo is a group of four Spanish-language TV's purchased two years ago from John Blair & Co. It is owned by Reliance Group Holdings, a publicly traded New York-based investment firm principally owned by financier Saul Steinberg. Telemundo is headed by Henry R. Silverman, president. It spun off the Blair radio station group to Sconnix Broadcasting for $152 million (see Groups).

□

Lorimar Telepictures Corp. sold **KMID-TV** Midland-Odessa, Tex.; **KSPR(TV)** Springfield, Mo., and **KCPM(TV)** Chico-Redding, Calif., to Goltrin Communications Inc. for $23 million. Culver City, Calif.-based entertainment production and distribution company, Lorimar, also owns WPGH-TV Pittsburgh, WLII(TV) San Juan and WSUR-TV Ponce, both Puerto Rico, all of which are on the block. Goltrin is a newly formed broadcasting company headed by Joseph Goldfarb, a member of the office of the president of Lorimar Broadcast Group; his wife, Barbara, a Los Angeles-based attorney, and Melvyn Estrin, chairman and chief executive officer of Human Services Group Inc., a financial investment and management services organization in Washington.

□

Act III Broadcasting bought **WRGT-TV** Dayton, Ohio; **WVAH-TV** Charleston, W.Va., and a CP on ch. 11 in Charleston from Henry Posner Jr., Albert M. Holtz and Thomas D. Wright, who have no other broadcast interests for $22 million. Act III intends to return the license for **WVAH-TV** to the FCC and will switch from its ch. 23 assignment to the CP's ch. 11 on April 11, 1988. It is principally owned by producer Norman Lear and is headed by Burt Ellis, president. It also bought **WTAT-TV** Charleston, S.C., for $3.7 million, from a group with no other broadcast interests, principally owned by general partner, Terry Trousdale. Act III also owns WNRW-TV Greensboro, N.C.

□

WREX-TV Rockford, Ill., was sold by Gilmore Broadcasting Corp. for $18 million to M.L. Partners. M.L. Media is headed by Elton Rule, former ABC president, and I. Martin Pompadur. It also owns KATC-TV Lafayette, La. Pompadur also has interest in Television Station Partners, New York-based group of four TV's. Gilmore is a Kalamazoo Mich.-based group of one AM, three FM's and three TV's owned by James S. Gilmore. It also sold WSVA(AM)-WQPO(FM) Harrisonburg, Va. (see AM's-FM's).

□

KLTJ(TV) Irving, Tex. (Dallas-Fort Worth), was sold by Cela Inc. to Home Shopping Network for $16,250,000. Cela is owned by Eldred Thomas and has no other broadcast interests. HSN is a publicly traded Clearwater, Fla.-based group of 12 TV's headed by Howard Speer, chairman. A new group, Blackstar Communications Inc., headed by John E. Oxendine, Kenneth O. Harris and Wesley S. Williams, all of whom are affiliated with BROADCAP (Broadcast Capitol Fund), a private, nonprofit venture capital fund created by the National Association of Broadcasters, bought **KHSP-TV** Salem, Ore., from the Home Shopping Network for $5,135,000. Blackstar also bought **WMOD-TV** Melbourne, Fla., from Press Broadcasting

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Co. for $5 million. Press Broadcasting is a subsidiary of Asbury Park Press Inc., which is principally owned by Jules L. Plangerre and Donald Lass. It owns WJLK-AM-FM Asbury Park, N.J., and publishes the *Asbury Park* (N.J.) *Press*. It also bought WCLU(TV) Clermont, Fla. HSN bought **KWVT(TV)** Salem, Ore., from Emerald City Broadcasting for $5 million from Robert A. Finkelstein who has no other broadcast interests.

□

TA Associates, a Boston-based investment banking firm headed by David Croll, bought **KOAM-TV** Pittsburg, Kan.-Joplin, Mo., from Draper Communications for $15 million. Draper is a Salisbury, Md.-based group of three TV's principally owned by Tom Draper.

□

Hugh E. Davis, who has no other broadcast interests, sold **KNDO(TV)** Yakima and its satellite, **KNDU(TV)** Richland, both Washington, to Farragut Communications Inc. for $13,250,000. The stations were sold twice before, first to Beam Communications for $16,250,000 ("Changing Hands," Oct. 16, 1986), later to Adams Communications for $14 million ("Changing Hands," July 20, 1987); both deals fell through. Farragut, through its subsidiary, North Star Communications, owns **KSTU-TV** Salt Lake City. It is 90% owned by All State Insurance Co. and is headed by Bill Lincoln and Katy Glakas.

□

Harcourt Brace Jovanovich Inc. got out of the broadcasting business with the sale of **WDIO-TV** Duluth and satellite **WIRT(TV)** Hibbing, both Minnesota, to Hubbard Broadcasting Inc. for $10,750,000. Hubbard is a St. Paul, Minn.-based group of one AM, one FM and six TV's principally owned by Stanley Hubbard.

□

Dunbar Carpenter, who has no other broadcast interests, sold **KDRV(TV)** Medford, Ore., to Love Broadcasting for approximately $8,250,000. Love is a Biloxi, Miss.-based group of two AM's three FM's and one TV owned by James S. Love, Jo Love Little and Mary Eliza McMillan.

□

KAYU-TV Spokane, Wash., was sold to Bingham Communications Group for $7.7 million. KAYU-TV was headed by Robert J. Hamacher, president, and had no other broadcast interests. Bingham is headed by Robert R. Bingham and also owns KWCT-TV Wenatchee, Wash., and KKFX(AM) Seattle. Bingham also bought WINR(AM) Binghamton, N.Y.

□

KMSS(TV) Shreveport, La., was sold by Joseph D. Waggoner and Grey Teekell, who have no other broadcast interests, to Southwest MultiMedia for $7 million. Austin, Tex.-based Southwest is a group of four TV's principally owned by Billy Goldberg and Lester Kamin. It also sold KTXF(FM) Brownsville, Tex. (see FM's).

□

Price Broadcasting Corp. sold **KIDK(TV)** Idaho Falls, Idaho, to Retlaw Enterprises Inc. for $6.8 million. Price is a Salt Lake City-based group of four AM's, five FM's and one TV owned by John Price. It also sold KKRD-FM Wichita, Kan.; WWVA(AM)-WOVK(FM) Wheeling, W.Va., and WJSU(TV) Anniston, Ala. (see Groups) and KOMS(AM)-KSHA(FM) Redding, Calif. (see AM's-FM's). Retlaw is a Los Angeles-based group of five TV's, principally owned by Lillian Disney and family.

□

After purchasing five TV's from Taft Broadcasting (since renamed Great American Broadcasting), TVX Broadcast Group spun off two stations: **WNYB-TV** Buffalo N.Y., to First Allied Massachusetts Corp., a Rochester, N.Y., group of five TV's owned by Malcom Glazer, for approximately $4.8 million, and **KJTM-TV** Pine Bluff, Ark., to Don H. Barden, a Detroit-based cable operator, with systems in and around Detroit, for $6 million plus other considerations. TVX is a publicly owned, Virginia Beach, Va.-based group of 11 TV's headed by Gene Loving, chairman, and Tim McDonald, president.

□

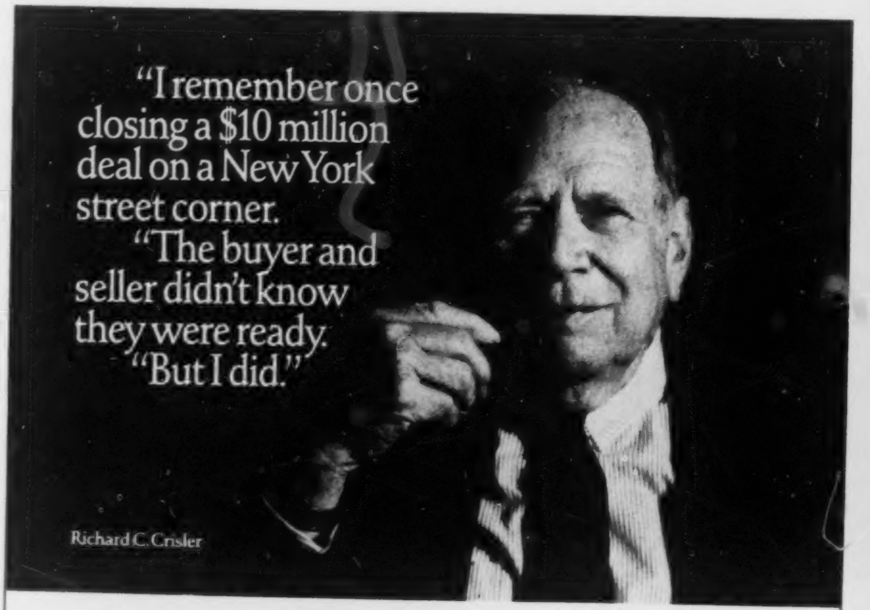
Thorne Donnelly and Donald Sterling, who have no other broadcast interests, sold **KTIE-TV** Oxnard, Calif., to PZ Entertainment for $5.5 million. PZ is a general partnership headed by Meshulam Riklis, owner of a New York-based diversified company that owns Botany 500 menswear, Faberge cosmetics, BMX bicycles, the Riviera hotel in Las Vegas, McCrory's department stores and other interests.

□

WCVX(TV) Vineyard Haven, Mass., was sold by Donald P. Moore, owner of low-power television station W67BA Dennis, Mass., to Metro Television Inc. for $4,570,000. Metro is owned by Pamela K. Harris, Michael D. O'Neil, John W. Cathey and Donald P. Moore. It also owns WXJY(FM) Nantucket, Mass.

□

Sage Broadcasting Corp. bought **KDUB-TV** Dubuque, Iowa, for $4 million from Thomas Bond, who has no other broadcast interests. Sage is a publicly owned, Stamford, Conn.-based group of nine AM's and eight FM's headed by Leonard Fassler and Gerald Poch. It also bought WACO(AM)-KHOO(FM) Waco, Tex. (see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AM's-FM's).

□

Dr. Carl Gordon, an Albany Ga.-based surgeon with no other broadcast interests, sold **WTSG(TV)** Albany, Ga., to NewSouth Broadcasting Co. for $2.25 million. The buyer is principally owned by Timothy Brumlik, Lori Antoniak, and her daughter, Margaret, who also have an interest in WJOE(TV) Marianna, Fla., and WTLH(TV) Bainbridge, Ga.

□

Theresa Gosse sold her only station, **KVHP(TV)** Lake Charles, La., to Calcasieu Communications Inc. for $2 million. Calcasieu is owned by Michael S. Dillon, Charles P. Muckenthaler, Donald R. Dombrow and Gary D. Hardesty. Dillon is a San Diego-based financial consultant and real estate investor. Muckenthaler is a retired Navy pilot from San Diego. Dombrow is a retired dentist from San Diego. Hardesty is a San Diego-based stockbroker. None have other broadcast interests.

□

Union Street Video Inc., a group headed by Keith Wheeler, sold its only station, **WUSV(TV)** Schenectady, N.Y., to WMHT Public Broadcasting for $1.8 million. The buyer is a nonprofit corporation, headed by Sara Catlin, that also owns WMHT(TV) Schenectady, N.Y.

□

Donald B. Thomson sold **KLXV(TV)** San Jose, Calif., to Friendly Bible Church Inc. for $1,725,000. Thomson has no other broadcast interests. Friendly Bible Church is a nonprofit corporation headed by Ray K. Foreman.

□

Gerald Fitzgerald, owner of KCOR(TV) Cedar Rapids, Iowa sold **WCCU(TV)** Urbana, Ill., to Bahakel Communications for $1,169,100 plus assumption of liabilities up to $1,851,432. Charlotte-N.C.-based Bahakel is a group of seven AM's, eight FM's and seven TV's owned by Cy N. Bahakel. It also bought WPET(AM)-WKSI(FM) Greensboro, N.C. (see AM's-FM's).

FM's

Sales of FM stand-alones were down from 1986's total of about $625 million, with 166 sales in 1987 amounting to $454,419,899. The average price was $2,737,469, down slightly from 1986's average of $2,866,976. Of those sales, 62 were for more than $1 million and 97 were for less. The stations less than $1 million averaged $357,661 and those over $1 million averaged $6,740,302, up from last years $5,757,894. The sales over $1 million are listed below:

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□

Sharad Tak, owner of a Vienna, Va.-based computer firm, which made a big splash in 1986 when it bought three Hawaii TV stations from Shamrock Broadcasting for $50 million, last year bought **WUSL(FM)** Philadelphia for $32 million from LIN Broadcasting and then made the largest FM stand-alone purchase of 1987 when it bought **WJQY(FM)** Fort Lauderdale, Fla.(see photo, page 97), for $34 million, from Joseph C. Amaturo, former owner of The Tremont Group, a Fort Lauderdale-based group that sold most of its stations to Keymarket Communications in 1986. Amaturo has no other broadcast interests.

□

Outlet Communications Inc. bought **WASH(FM)** Washington from Metropolitan Broadcasting Corp. for $29,250,000. Metropolitan is New York-based group of three AM's and six FM's, formerly Metromedia stations, headed by Carl Brazell. It also sold WIP(AM) Philadelphia (see AM's). Outlet is a Providence R.I.-based group of one AM, three FM's and three TV's headed by Bruce Sundlun. It also owned co-located WTOP(AM)-WMMJ(FM) Washington but spun off **WMMJ(FM)** Washington to Cathy Liggins Hughes, who owns co-located WOL(AM) Washington.

□

Egmont Sonderling sold **WBMX-FM** Oak Park (Chicago) Ill. to Dorton Broadcasting for $27 million. Sonderling also sold co-located WBMX(AM) (see AM's) and is an applicant for a new FM in Arlington, N.Y. Dallas-based Dorton Broadcasting Corp. owns three AM's and three FM's and is headed by Joe Dorton, chairman. Dorton also bought WCZY-AM-FM Detroit (see AM's-FM's).

□

Taft Television & Radio Co. bought **WRIF(FM)** Detroit from Silver Star Communications for $17 million. Silver Star is a Tallahassee, Fla.-based group of two AM's and three FM's principally owned by Dr. John Robert E. Lee. Publicly owned Taft, which was purchased by a partnership of The Robert M. Bass Group and American Financial Corp., a Cinncinnati-based investment firm owned by Carl Lindner (see Groups), is based in Cincinnati and owns seven AM's, eight FM's and five TV's. The group is headed by Charles Mechem, chairman. Former Taft vice chairman, Dudley Taft, bought WPHL-TV Philadelphia and WGHP(TV) Greensboro N.C. (see TV's).

□

Sconnix Broadcasting, which sold KVIL-AM-FM Highland Park (Dallas), Tex., for the largest price ever paid for an AM-FM combination (see AM-FM's), sold **WZOU(FM)** Boston to Ardman Broadcasting for $15.5 million. Ardman is a Washington-based group of seven AM's and seven FM's principally owned by Myer Feldman. It also bought **WPHR(FM)** Cleveland from Beasley Broadcasting for $4.7 million. Beasley is a Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley; it had a busy year. Beasley bought KAAY(AM) Little Rock, Ark., and WORL(AM) Orlando (see AM's), WMRO(AM)-WAUR(FM) Aurora, Ill. (see AM-FM's); **WORZ(FM)** Daytona Beach, Fla., from Duffy Broadcasting for $9.2 million—Duffy is divesting its radio group (see Groups); sold **WYNG(FM)** Evansville, Ind., to Faircom Inc. for $5.6 million—Faircom is a publicly traded, Old Brookville, N.Y.-based group of two AM's and three FM's headed by Joel Fairman—and bought **KSSR(FM)** Bastrop, Tex., from Colorado River Broadcasters Inc. for $5.2 million. Colorado River is principally owned by Robert Walker and Tolbert Foster. Foster has interest in KDET(AM)-KLCR(FM) Center, Tex., Walker has no other broadcast interests.

□

Jeanette and John Banoczi and Lyn Boulay, who own KBZT(FM) La Quinta, Calif., sold **KNOB-FM** Long Beach, Calif., for $15 million to Spanish Broadcasting System, a New York-based group of three AM's and one FM principally owned by Raul Alarcon.

□

Arthur Shadek and his wife, Katherine, who have no other broadcast interests, sold **WRXR(FM)** (formerly WMET) Chicago to Pyramid Broadcasting for $15 million. Medford, Mass.-based Pyramid owns five AM's and five FM's and is headed by Richard M. Balsbaugh.

□

KLOK-FM San Francisco was sold by Davis-Weaver Broadcasting, a San Jose, Calif.-based group of three AM's and three FM's owned by William Weaver and Philip C. Davis, to Brown Broadcasting Co. for $15 million. Brown is owned by Willet H. Brown and his son, Michael. Based in Beverly Hills, Calif., it owns three AM's and four FM's.

□

Howard (Woody) Tanger bought **WFLN-FM** Philadelphia from Franklin Broadcasting Co. for $15 million. Franklin was owned by Raymond F. Green, who will remain as general manager of WFLN-FM; his father Raymond S. Green, and Eleanor Smith and family. It has no other broadcast interests. Tanger, with his family also owns WTMI-FM Miami and WQRS-FM Detroit.

□

Atlanta-based newspaper publisher, cable MSO and station group, Cox Communications, sold **WTRK(FM)** Philadelphia to Malrite Guaranteed Broadcast Partners Inc. for $13.8 million. Cox Communications owns five AM's, six FM's and eight TV's. Malrite Communications, a Cleveland-based group of five AM's seven FM's and four TV's, is principally owned by Milton Maltz, chairman.

□

WEZS-FM Richmond, Va., was sold by EZ Communications Inc. to National Radio Associates Inc. for $13 million. Fairfax, Va.-based EZ is a group of four AM's and eleven FM's principally owned by Art Kellar, chairman. The station was originally sold for $16 million, but that deal fell through. The price is lower because buyer, Ragan A. Henry, qualifies for minority tax certificate. Henry, who also has interest in WXTR(FM) La Plata, Md., also bought KCWV(AM) Leavenworth and KCWV-FM Fairway, both Kansas (see AM's-FM's) and WKSG(FM) Detroit. EZ also sold KFYE(FM) Fresno, Calif. (see FM's), to Ralph Guild for $6 million. Guild is chairman of Interep, a New York-based holding company of station representative firms. Guild also owns KFRE-AM-FM Fresno and is spinning off the FM for this purchase. Guild also bought WCSC(AM)-WXTC(FM) Charleston S.C. (see AM's-FM's).

□

NBC sold **WMAQ(FM)** Chicago to Group W for $13 million, and announced that it was selling all of its radio properties (BROADCASTING, Jan. 25).

□

Franz Allina sold his only station, **WEBE(FM)** Westport, Conn., to WEBE Associates for $12 million. WEBE Associates is principally owned by M.L. Media Partners and is headed by Martin Pompadur and former ABC executive, Elton Rule. It also bought WREX-TV Rockford, Ill.

□

KKCY(FM) San Francisco, was sold by Ivan Braiker's Olympic Broadcasting Corp. to Pacific FM Inc. for $11 million. Olympic is a publicly held Seattle-based group of five AM's and seven FM's. Pacific FM is owned by Jim Gabbert and Michael Lincoln, who also own KOFY(AM) San Mateo, Calif., and KOFY-TV San Francisco.

□

KISS(FM) San Antonio, Tex., was sold by Capitol Broadcasting Co. for $11 million to Adams Communications. Raleigh, N.C.-based Capitol owns two AM's, seven FM's and one TV and is principally owned by James F. Goodmon. Capitol also sold **KBEQ-FM** Kansas City, Mo., to Noble Broadcast Group for $9.25 million. Tampa, Fla.-based Adams Communications Corp. made its biggest buy ever with the purchase of the Forward Communications

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Group for $126.5 million (see Groups). Adams owns four AM's, five FM's and nine TV's. San Diego-based Noble owns four AM's and five FM's and is headed by John Lynch. It also bought WMRE(AM) Boston (see AM's) and KBCO-AM-FM Boulder, Colo. (see AM's-FM's).

□

Thunder Bay Communications sold **KLTX(FM)** Seattle to Ackerley Communications for $8.7 million. Thunder Bay is owned by Gordon Stenback and Earle Horton, who also sold KIXI(AM) Seattle (see "AM's") and have no other broadcast interests. The transfer of the two stations netted Thunder Bay almost $6.5 million over their original purchase price. The buyer is a Seattle-based group of two AM's, one FM and five TV's owned by Barry Ackerley, who also owns Seattle Supersonics Basketball team.

□

James E. Martin, owner of WQSC(FM) Andrews, S.C., and Clifton G. Moor and William G. Brown, owners of WTIF(AM)-WJYF(FM) Tifton, Ga., and WZKS(FM) Jessup, Ga., sold **WXDJ-FM** Homestead, Fla., to Family Group Broadcasting Operation L.P. for $8.1 million. Family Group is owned by Ian N. (Sandy) Wheeler and Charles S. Goldmark. Wheeler heads Family Group Broadcasting, a Tampa Fla.-based group of four AM's, four FM's and five TV's. Goldmark is general manager of WHQT-FM Miami. Family Group also bought WVMI(AM)-WQID(FM) Biloxi, Miss. (see AM-FM's).

□

Oakland Calif.-based Family Stations, a nonprofit corporation headed by Harold Camping that owns five AM's, 14 FM's, one TV and CP's for 11 other FM's (many of Family's FM's are noncommercial to which FCC cap of 12 stations in service does not apply) sold **KEBR(FM)** Sacramento, Calif., to Duchossois Communications for $7.4 million. The Chicago-based buyer is principally owned by Richard L. Duchossois, chairman. Duchossois is head of Chicago-based manufacturing electronics and entertainment firm, Duchossois Enterprises Chicago. It also owns WASK-AM-FM Lafayette, Ind.; KDAL-AM-FM Duluth, Minn., and KDSM-TV Des Moines, Iowa. It also bought WNAV(AM)-WHFS(FM) Annapolis Md., KDAL-AM-FM Duluth, Minn., and KAIR(AM)-KJYK(FM) Tucson, Ariz. (see AM-FM's)

□

Richard Oppenheimer, Kent Anderson and Robert L. Clarke bought **WTMG(FM)** Murfreesboro, Tenn., from Ed Yodell for $6.5 million. Yodell has no other broadcast interests. The buyers, who own WMFX(FM) St. Andrews S.C., also bought WVOK(AM)-WLTB(FM) Birmingham, Ala. (see AM's-FM's).

□

WLCS-FM Jacksonville, Fla., was sold by The Kravis Co. to WIN Communications for $6.5 million. The Kravis Co. is owned by George Kravis, who also owns KGTO(AM)-KRAV(FM) Tulsa, Okla. Cleveland-based WIN owns two AM's and five FM's and is owned by Walter A. Tiburski and Anthony S. Ocepek. WIN later sold KRVR(FM) Davenport, Iowa, and WIRL(AM)-WSWT(FM) Peoria, Ill. (see Groups).

□

Jack McSorley, former senior vice president of Price Communications, bought **KIKX(FM)** Colorado Springs, and **KQIZ(FM)** Amarillo, Tex., from Wiskes-Abaris Communications for $6.2 million. Wiskes-Abaris is owned by Jack Higgins and Don Wiskes, who have no other broadcast interests.

□

KLZE-FM Los Altos, Calif., was sold by Mountain Communications Inc. to San Jose Broadcasting Corp. for $5,275,000. Mountain Communications is owned by John Parker and his wife, Kathleen, who also owns KCTJ(AM)-KCTZ(FM) Minneapolis, KXTZ-FM Las Vegas and KIKI(AM)-KMAI(FM) Honolulu. They bought the station in March 1987 for $4.3 million. San Jose Broadcasting is principally owned by Timothy R. Sullivan, who also has interest in KPZE(AM)-KEZY(FM) Anaheim and KCAL(FM) Redlands, both California.

□

Scranton Pa.-based group owner, Shamrock Communications Inc., bought **KLTD(FM)** Lampasas, Tex., from Lambert & Associates for $4.5 million. KLTD was principally owned by Rebecca F. Lambert and Ronald K. Witcher, who owns co-located KCYL(AM). Shamrock is headed by William R. Lynett, president, and owns three AM's, six FM's and various publications.

□

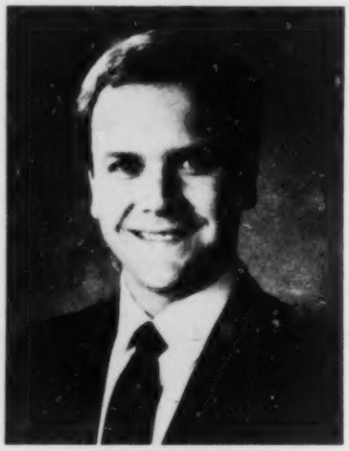
WAQI(AM) Miami owner, Amancio V. Suarez, bought **WTHM(FM)** Goulds, Fla., from Beach Communications Inc. for $4 million. Beach is owned by Malcom Kahn and George Delsou, who also own WSBR(AM) Boca Raton and WVBH(FM) Key Largo, both Florida.

□

WJJR(FM) Rutland, Vt., was sold by Media Concepts Inc. to Caravelle Broadcast Group for $3,950,000. Media Concepts is owned by John J. Long, who also owns WNYJ(FM) Albany, N.Y. Caravelle is a Charlotte, N.C.-based group of three AM's and three FM's principally owned by Howard Schrott and Robert Beacham.

□

Bruce L. Engel bought **KMJK(FM)** Lake Oswego, Ore., for $3.9 million from



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Lodestar Communications Group, a Portland Ore.-based group of three AM's and two FM's owned by Victor Ives, general partner, and 12 others. Engel is the majority owner of Capps Broadcasting Group Inc., a Bend Ore.-based group of two AM's and one FM.

□

CRB Broadcasting Corp. New York-based group of five AM's and six FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor, bought **WRIT-FM** Stuart Fla. from Nettere Broadcasting Co. for $3.5 million. The seller, Fred L. Nettere, also owns WPOM(AM) Riviera Beach, Fla.

□

Don Rabbit sold his only station, **WFON(FM)** Fond Du Lac, Wis., to Independence Broadcasting Corp. for $3.3 million. Independence is principally owned by John Goodwill and Peter Sulick, who also own KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwine, Iowa.

□

Richard Dean, David G. Hinson and Norman Fisher bought **KKJY-FM** Albuquerque, N.M., from Roughrider Broadcasting Inc. for $3.3 million. Principally owned by Sigmund Rogich, Michael O'Callaghan and Thomas Letizia, Roughrider also owns KROL(AM) Laughlin and KPAH-FM Tonopah, both Nevada.

□

Donrey Media Group, a Fort Smith, Ark.-based newspaper publisher, cable operator and group of two AM's, one FM and one TV owned by Donald W. Reynolds sold **KOCM(FM)** Newport Beach, Calif., to Electra Financial Corp. for $3,250,000. Donrey also sold KOLO(AM) Reno for $800,000. Electra is a Los Angeles-based investment firm headed by Steven F. Unvar-Haze.

□

Jack Mizell who owns WRJM-TV Troy Ala., spun off co-located **WRJM(FM)** to New South Communications Inc. for $3 million. New South is a Meridian Miss.-based group of two AM's and three FM's owned by F.E. (Eddie) Holladay. It also sold WVMI(AM)-WQID(FM) Biloxi, Miss. (see AM's-FM's).

□

KBOQ(FM) Marina, Calif., was sold by Herb Victor to Bill Lee, owner of WZOZ(FM) Oneonta, N.Y., for $2,980,000. Victor has no other broadcast interests.

□

Allan W. Roberts, former owner of WIIN(AM)-WFPG(FM) Atlantic City, bought **WRGI(FM)** Naples, Fla., from Art Arkelian for $2.9 million. Arkelian owns a Naples-based group of one AM and two FM's. He also sold WLLO(FM) Williston, Fla., for $564,725. Roberts also purchased WSYB(AM)-WRUT(FM) Rutland, Vt. (see AM-FM's).

□

Robert L. Caulfield, former executive director of Milwaukee Symphony Orchestra, bought classical WFMR(FM) Menomenee Falls, Wis., from Classical Broadcasting of Greater Milwaukee for $2.8 million. H. Stewart Corbett, who has no other broadcast interests, was the principal owner.

□

KKYS(FM) Bryan Tex., was sold by John Culpepper and Barry Turner, who own Broadcast Properties, a College Station, Tex.-based group of one AM and three TV's, to Radio USA for $2.8 million. Radio USA is owned by James Reeder who also owns KCOZ(FM) Shreveport, La.

□

Salem Communications Corp., Camarillo, Calif., sold **KCFO-FM** Tulsa, Okla., to First Stuart Corp. for $2.7 million. The buyer is owned by Harold C. Stuart and family, who also own co-located KVOO(AM). Salem also bought WKPA(AM)-WYDD(FM) New Kensington, Pa. (see AM's-FM's); WTOB(AM) Winston-Salem, N.C. and KSLR(AM) San Antonio, Tex. (see AM's).

□

Jack L. Siegal, who also owns KSRF(FM) Santa Monica, Calif., sold **KNTF(FM)** Ontario, Calif., to Boulder Ridge Cable TV Inc. for $2.7 million. Buolder Ridge is owned by John Dean Hazen, who owns cable systems in Half Moon Bay and Ridgecrest both California, and Hickam Air Force Base, Honolulu.

□

KTXF(FM) Brownsville, Tex., was sold by Southwest MultiMedia to Tate Communications for $2.35 million. Southwest is owned by Billy Goldberg and Lester Kamin, and also owns four TV's. It also bought KMSS(TV) Shreveport, La. (see TV's). Tate is owned by Harvey Tate, former owner of WAAT(FM) Johnstown, Pa.

□

Dan Tapson sold his only station, **KSEQ(FM)** Visalia, Calif., to Buckley Broadcasting Corp. for $2,073,750. Buckley is a Greenwich Conn.-based owner of five AM's and eight FM's principally owned by Richard Buckley, president.

□

Billy Sims, the former running back for the Detroit Lions, and Henry Cotton, owner of KTRY-AM-FM Bastrop, La., headed a group that sold **KDKS(FM)** Benton, La., to Ken Dowe for $2 million. Dowe also sold KRLB-AM-FM Lubbock, Tex. (see AM's-FM's).

□

KRZQ(FM) Tahoe City, Calif., was sold by Mid-South Broadcasting Co. to Cascade Communications for $1.9 million. Mid-South is owned by Laura E. Simpson, her brother, John W. Simpson, and sister, Mary Simpson Poremba. It has no other broadcast interests. Cascade is headed by John Smith, an Austin, Tex.-based businessman with no other broadcast interests.

□

Thomas J. Buono, president of Broadcast Investment Analysts, a Washington-based communications consultant; Richard Zitelman, owner of Zitelman Group, a Chevy Chase, Md.-based financial consultant, and Michael Hesser, owner of SB Management, a Redwood City, Calif.-based communications management firm, got together to buy **WJYL-FM** Jeffersontown, Ky., from Inter Urban Broadcasting for $1.7 million. Inter Urban is a New Orleans-based group of three AM's and three FM's owned by Thomas P. Lewis and James J. Hutchinson.

□

WSEY(FM) Sauk City (Madison), Wis., was bought for $1.6 million by William C. O'Donnell and Donn E. Winther, who also have interests in WHFB-AM-FM Benton Harbor, Mich., and WNFL(AM) Green Bay and WKFX(FM) Kaukauna, both Wisconsin. The station was principally owned by Kimberly Gerber, who also has interest in WWZZ(AM) Sarasota and WBGB(FM) Mount Dora, both Florida.

□

WYJY(FM) Biddeford, Me., was sold by

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Gold Coast Broadcasting Inc. to Metro Management Inc. for $1.5 million. Gold Coast is principally owned by James M. McCann, who also owns WEMJ(AM) Laconia, N.H. Gold Coast also owns WIDE(AM) Biddeford, Me. Lewis Lloyd and Richard Borel, who also own WXXX(FM) Burlington, Vt., bought the station.

□

Faver Broadcasting, which made many of its purchases in 1986, sold **KYKZ(FM)** Lake Charles, La., to Southwest TV & Radio Inc. for $1.5 million. Faver, based in Valdosta, Ga., is owned by William Woodall, Mark Dunaway and Stanley Sackin. It has interest in WJPD-AM-FM Ishpeming, Mich.; WPTM(FM) Roanoke Rapids and WSMY(AM) Weldon, both North Carolina; WFVR(AM) Valdosta; WTGQ(FM) Cairo, WWWN(AM) Vienna, and WLET(AM)-WZLI(FM) Toccoa, all Georgia, and WPTM(FM) Roanoke Rapids, N.C. Southwest is owned by Russell Chambers, who, with former Rollins Communications owners, Wayne Rollins, and family has interest in KLAX-TV Alexandria, La.

□

Richard Gibson sold his only station, **KADX(FM)** Castle Rock, Colo., to Century Broadcasting Corp. for $1.4 million. Century is a Chicago-based group of three AM's and two FM's principally owned by George Collias, Howard Grafman and Anthony C. Carlos.

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Eric Jorgensen, former owner of WISE(AM)-WKSF(FM) Asheville N.C. and KZSS(AM)-KZZR(FM) Albuquerque, N.M., bought **WJYW(FM)** Southport, N.C., from Atlantic Broadcasting Co. for $1.3 million. Atlantic is a Florence S.C.-based group of one AM and two FM's owned by Fred C. Avent and family. It also sold WMXQ(FM) Moncks Corner, S.C.

□

WNYQ(FM) Rotterdam, N.Y., was sold by Dennis Jackson to WNYQ Associates for $1,250,000. Jackson also has interest in WREF(AM) Ridgefield, Conn. The station's buyer is principally owned by John J. Long, who also owns WJJR(FM) Rutland, Vt.

□

Cooney Communications Corp. complemented its WTKO(AM) Ithaca, N.Y., with the purchase of **WQNY(FM)** Ithaca from Kimmanger Communications Inc. for $1,250,000. Kimmanger is a Canandaigua, N.Y.-based group of two AM's, two FM's and five TV's owned by George W. Kimble. The station's new owner, Matthew T. Cooney, also owns WCHN(AM)-WKZX(FM) Norwich, N.Y.

□

Former chief financial officer of Turner Broadcasting, William H. Sanders, joined forces with Jay Martin, former general manager of KHAT-AM-FM Lincoln, Neb., to buy **KSJQ(FM)** Manteca, Calif., from Commonwealth Broadcasting for $1.2 million. Commonwealth is owned by Dex Allen, Michael Thorsnes, Vince Bartolotta, John McGuire, Michael Padilla and Ted Atkins. It also owns KROY(FM) Sacramento, Calif., Sanders has interest in WQIM(FM) Prattville, Ala.; WSKX(FM) Suffolk, Va.; KBBB(AM)-KDXR(FM) Borger, Tex., and WJBM(AM)-WKKX(FM) Jerseyville, Ill.

□

Jerome and Sasha Gillman sold their only station **WDST(FM)** Woodstock, N.Y., to Pinnacle Too Communications Inc. for $1,120,000.00 Pinnacle s owned by Richard Landy, who also owns WKNY(AM) Kingston, N.Y.

□

Arroyo Grande, Calif.-based American General Media bought **WMSR-FM** Manchester, Tenn., for $1 million from Ray Spivey, Russ Daniels and seven others, who also own co-located WMSR(AM). American General is a group of three AM's and two FM's owned by Lawrence Brandon and his son, Anthony. Anthony Brandon owns KVOQ-FM Lorenzo, Tex. Rogers Brandon, Anthony's brother, owns WYDE(AM) Birmingham, Ala.

AM-FM Combos

AM-FM combinations again dwarfed all other categories of radio sales, totaling $664,542,104 in 179 sales involving 358 stations. The average price was $5,679,847, a big jump from 1986's average price of $3,354,190. Of those AM-FM combination sales, 117 sales were for more than $1 million, totaling $608,600,955, and the remaining 62 transactions under $1 million totaled $35,941,149. The $1 million-and-over deals:

□

In a sale that smashed the old record, **KVIL-AM-FM** Highland Park (Dallas), Tex. went from Sconnix Broadcasting Co. to Infinity Broadcasting Corp. for $82 million. The previous record was the $49-million sale of WPAT-AM-FM Paterson, N.J. KVIL-AM-FM is a spin-off from Sconnix's purchase of John Blair & Co.'s four AM's and four FM's (see Groups). Sconnix is a Gilford N.H.-based group of six AM's and seven FM's principally owned by Scott R. McQueen, Theodore E. Nixon and Randall T. Odeneal. Sconnix also sold WZOU(FM) Boston (see "FM's"). Infinity is a New York-based group of four AM's and nine FM's principally owned by Michael A. Wiener and Gerrald Carrus.

□

Publicly traded, New York-based LIN Broadcasting got out of the radio business when it sold **KILT-AM-FM** Houston to Legacy Broadcasting for $36,750,000. LIN continues to own seven TV's and is headed by Donald Pels, chairman. Los Angeles-based Legacy is a group of four AM's and six FM's principally owned by Carl Hirsch and Robert F.X. Sillerman. It also bought **WCPT(AM)-WCXR-FM** Washington from Metroplex Communications for $22,750,000. Cleveland-based Metroplex owns four AM's and six FM's and is owned by Norman Wain and Robert C. Weiss.

□

KBCO-AM-FM Boulder, Colo., was sold by Centennial Wireless Inc. to Noble Broadcast Group for $27,250,000. Centennial is owned by Robert D. Greenlee and his wife, Diane, who also own KKPW(AM) Tucson and KKFX(FM) Green Valley, both Arizona. San Diego-based Noble, a group of five AM's and six FM's headed by John Lynch, also bought KBEQ-FM Kansas City Mo. (see "FM's") and WMRE(AM) Boston (see "AM's").

□

A.H. Belo Corp. exited the radio business with the sale of **KOA(AM)-KOAQ(FM)** Denver to Jacor Communications Inc. for $24 million. Publicly traded Belo is based in Dallas and owns five TV's. It is headed by Robert W. Decherd, chairman. Jacor, which is also publicly traded, is based in Cincinnati, owns five AM's and seven FM's and is headed by Terry Jacobs, chairman. Jacor also sold WBBG(AM) Cleveland (see "AM's") and WKYG(AM)-WXKX(FM)

Parkersburg W.Va. to Jack W. Fritz, former president of John Blair & Co. Fritz also has interest in WXYT(AM)-WNTM(FM) Detroit.

□

McClatchy Newspapers sold **KFBK(AM)-KAER(FM)** Sacramento, Calif., to Westinghouse Broadcasting Co. for $19 million. Westinghouse Broadcasting owns seven AM's, six FM's and five TV's and is headed by Burt Staniar. Eleanor McClatchy, her son, C.K. McClatchy, and family own the Sacramento-based newspaper company that publishes 12 newspapers in Alaska, California and Washington. It also sold **KMJ(AM)-KNAX(FM)** Fresno, Calif. to Henry Broadcasting for $8 million. McClatchey owned KMJ(AM) since 1925 and KNAX(FM) since 1949. Henry Broadcasting is a San Francisco-based group of five AM's and six FM's owned by Charlton H. Buckley.

□

Harvey Grace, owner of Grace Broadcasting, sold **WOOD-AM-FM** Grand Rapids, Mich., after three tries, to United Artists Broadcast Properties for $18,550,000. The station was originally sold to Surrey Broadcasting two years ago for $19,500,000 (BROADCASTING, July 28, 1986) and later to Ralph Guild Broadcasting for $18,250,000, but both deals fell through. United Artists Communications, a Denver-based publicly owned cable MSO and theater chain owner, is headed by Stewart Blair, CEO. This was its first radio purchase.

□

Dorton Broadcasting bought **WCZY-AM-FM** Detroit from Gannett Co. for $15.5 million. Dorton is headed by Joe Dorton, the former head of Gannett's radio division. Gannett, which owns seven AM's, nine FM's and eight TV's was forced to sell the stations after its purchase of *The Detroit News*. Dorton, which owns three AM's and three FM's, also bought WBMX-FM Oak Park, Ill. (Chicago) (see "FM's").

□

John Boden, former president of Blair Radio, New York-based radio rep firm, formed a new company to acquire and operate radio stations, and made his first acquisition with the purchase of **WESC-AM-FM** Greenville, S.C. from Broadcasting Company of the Carolinas for $15 million. The stations were owned by Robert Schmid, who has no other broadcast interests.

□

Art Modell, owner of the Cleveland Browns NFL franchise, in partnership with Alfred Lerner, sold **WWWE(AM)-WDOK(FM)** Cleveland to Erie Radio Co. for $14 million. Erie Radio is owned by Thomas Embrescia, Larry Pollock and Tom Wilson. It also owns WUPW(TV) Toledo, Ohio.

□

Bluegrass Broadcasting Inc. sold **WMMA(AM)-WHTQ(FM)** Orlando, Fla., to TK Communications Inc. for $13.5 million. TK is a Fort Lauderdale Fla.-based group of two AM's and three FM's owned by John F. Tenaglia and Robert K. Weary. Bluegrass is owned by the Kentucky Central Life Insurance Co. and is headed by H. Hart Hagan, president. Based in Lexington, Ky., it owns three AM's, three FM's and two TV's. Bluegrass also sold **WCHY-AM-FM** Savannah, Ga., for $4 million to Roth Communications, a Melrose, Mass.-based group of four AM's and four FM's owned by Dr. David A. Roth.

□

WHYN(AM)-WHFM(FM) Springfield, Mass., were sold by R&R Broadcasting to Wilks-Schwartz Broadcasting for $10.8 million. R&R is headed by Sherman Robbins and has no other broadcast interests. The buyer is an East Longmeadow, Mass.-based group of two AM's and four FM's owned by Donald Wilks and Michael Schwartz. It also sold **WIXY(AM)-WAQY(FM)** Springfield to Sunshine Group Broadcasting for $8,750,000. Sunshine is owned by George Silverman. It also owns WZID(FM) Manchester, N.H., and WGAN(AM)-WMGX(FM) Portland, Me.

□

Price Communications Corp. had a busy year in the station market in 1987. Price sold KIOI-FM San Francisco; WMTG(AM)-WNIC-FM Dearborn, Mich., WLAC-AM-FM Nashville, and KKOB-AM-FM Albuquerque, N.M., to Fairfield Communications Corp. (see Groups), bought WAPT(TV) Jackson, Miss.; WWAY(TV) Wilmington, N.C., and KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas from Clay Communications Inc. and bought WSEE-TV Erie, Pa., from Erie Broadcast Partners (see TV's). Price, headed by Robert Price, sold **WIBA-AM-FM** Madison Wis. to LL Broadcasting for $10.8 million. Price bought the stations in August 1985 for $6 million. The LL in LL Broadcasting stands for Lee Leisinger, former general manager of WWJ-AM-FM Detroit. Leisinger also bought **WJIM-AM-FM** Lansing, Mich., for $4 million, from Grant Santimore, who has no other broadcasting interests.

□

Capital Cities/ABC Inc. added to its radio portfolio with the purchase of **KMVP(AM)-KRXY(FM)** Lakewood (Denver), Colo. from Malrite Communications Group Inc. for $10.7 million. Publicly traded, Cleveland-based Malrite also sold WTRK(FM) Philadelphia to Cox Communications (see FM's). Malrite is headed by Milton Maltz. Capital Cities/ABC is headed by Tom Murphy, chairman.

□

Duchossois Communications Co. bought **KAIR(AM)-KJYK(FM)** Tucson, Ariz., from Citadel Communications Co. for $10,120,000. Citadel is owned by Lawrence Wilson and Fritz Beesemyer, who also own KKFM-FM Colorado Springs, and KBOZ-AM-FM Bozeman, Mont. Duchossois, based in Chicago, is owned by Richard L. Duchossois. It experienced a year of rapid growth, and also purchased KEBR(FM) Sacramento, Calif. (see FM's) and **WNAV(AM)-WHFS(FM)** Annapolis, Md., for $8,240,000 from Jacob Einstein and family, J. George Cuccia, Sike Sharigan and Robert Urquhart who have no other broadcast interests. It also sold **KDAL-AM-FM** Duluth, Minn., for $2 million to Terry Shockley, who also owns WLIV(FM) Madison-Baraboo, Wis.

□

Burbank Calif.-based group owner of five FM's, nine FM's, and three TV's, Shamrock Broadcasting bought **KBRQ-AM-FM** Denver from Great Empire Broadcasting Inc. for $9 million. Great Empire is a Wichita, Kan.-based group of five AM's and five FM's owned by F.F. Michael Lynch and Michael Oatman. Shamrock is owned by Roy E. Disney and family.

□

Mark and Constance Wodlinger, who own HitVideo USA, a Houston-based stereo video music cable service, sold **KCWV(AM)** Leavenworth and **KCWV-FM** Fairway, both Kansas, to Ragan Henry National Radio

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Associates of Philadelphia for $8.7 million. Wodlinger made news with an antitrust suit against Viacom's MTV. Wodlinger sold the stations because he had filed a competing application for the facilities of Viacom's KMOV(TV) Kansas City and disposed of the stations to avoid a potential conflict with FCC's one-to-a-customer rule. Ragan Henry, who also has interest in WXTR(FM) Washington and WWDB(FM) Philadelphia also bought WEZS-FM Richmond, Va. (see FM's).

□

WSIX-AM-FM Nashville, owned by New York-based venture capital firm, Foster Management Co., owned by John Foster, president. was sold to Steve and Tom Hicks for $8.5 million. Foster has no other broadcast interests. Steve Hicks is principal owner of Hicks Communications, an Austin Tex.-based owner of two AM's and two FM's. Tom Hicks is partner in Hicks & Haas, a Dallas-based leverage capital firm that owns 7 Up, Dr Pepper and A&W soft drink brands and has minority interest in Hicks Communications. Steve Hicks is also a part owner, with his brother, Bill Hicks, of WTAW(AM)-KTSR(FM) College Station, Tex.

□

WKXC(AM)-WWKZ(FM) New Albany, Miss., were sold in a package that included other properties by RadioSouth of Mississippi to Holder Communications Inc. for 32 million shares of Holder stock worth about $8 million. Other parts of the package are General Masonry Inc., Granite Corp., and Active Rentals Inc., a Nashville-based contracting business. RadioSouth is owned by Jack Norman and Joe Shaw and their families, and has no other broadcast interests. Holder is a publicly owned, Tampa, Fla.-based group of four AM's and four FM's headed by Harold Holder, chairman.

□

Meridian, Miss.-based New South Communications' sold **WVMI(AM)-WQID(FM)** Biloxi, Miss., to Family Group Inc. for $7.9 million. New South, a group of two AM's and three FM's principally owned by F.E. (Eddie) Holladay, also bought WRJM(FM) Troy, Ala. Family Group is a publicly owned, Tampa, Fla.-based group of three AM's, three FM's and six TV's headed by Ian N. (Sandy) Wheeler. It also bought WXDJ-FM Homestead, Fla.

□

Richard Oppenheimer, Kent Anderson and Robert L. Clarke, trading as Signature Broadacsting, which also owns WMFX(FM) St. Andrews, S.C., bought **WVOK(AM)-WLTB(FM)** Birmingham, Ala., from REBS Inc. for $7,550,000. Nashville-based REBS is a group of five AM's and five FM's equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. Signature also bought WTMG(FM) Murfreesboro, Tenn. (see FM's).

□

WPTR(AM) Albany and **WFLY(FM)** Troy, both New York, were sold by the Chrismol Group to Albany Broadcasting Co. for $7.5 million. Poughkeepsie, N.Y.-based Crismol sold WTRY(AM) Troy and WPYX(FM) Albany, both New York, two years ago, and now owns WPDH(AM)-WEOK(FM) Poughkeepsie, N.Y. The stations were bought by James J. Morrell, an automobile dealer in Albany, and John Kelley, general manager of WTRY(AM) Troy and WPYX(FM) Albany. Crismol was principally owned by Robert K. Dyson, who made a bigger splash as a principal in DKM Broadcasting, which sold its 10 radio stations to Summit Communications Group in the year's largest radio-only deal (see Groups).

□

Phillip A. Marella, former owner of WMGC(TV) Binghamton, N.Y., bought **WDUR(AM)-WFXC(FM)** Durham, N.C., for $6.5 million. The stations were principally owned by Donald W. Curtis, who also owns WTAB(AM)-WYNA(FM) Tabor City, N.C., and WMBL(AM)-WRHT(FM) Morehead, City, N.C.

□

Washington-based real estate investor, James A. McDonald, bought **KLFF(AM)** Glendale and **KONC-FM** Sun City, both Arizona, out of bankruptcy for $6.5 million from Canyon Communications Corp.

□

WPET(AM)-WKSI(FM) Greensboro, N.C., was sold by troubled pharmaceutical manufacturer, A.H. Robins Co. to Bahakel Communications for $6.5 million. Bahakel, based in Charlotte, N.C., owns seven AM's, eight FM's and seven TV's principally owned by Cy Bahakel. It also bought WCCU(TV) Urbana, Ill. (see TV's).

□

KXKW(AM)-KSMB(FM) Lafayette, La., was sold by Thomas Galloway and Charles Chatelain who also have interest in KADN(TV) Lafayette, La., to Fortune Media Inc. for $6.4 million. Fortune is owned by Ronald Hale, John Bomer and Thomas Thornton, who also own WAKK(AM)-WAKH(FM) McComb, Miss.

□

WCSC(AM)-WXTC(FM) Charleston, S.C., was sold to Ralph Guild for $6 million. The stations were owned by John Rivers and family, who also sold WCSC-TV Charleston (see TV's). Guild is president of Interep National Radio Sales, (formerly McGavren Guild Inc.) owns KFRE-AM-FM Fresno, Calif., and also bought KFYE(FM) Fresno (see FM's) spinning off KFRE-FM.

□

Thom E. Smith, Frank Burge and Austin Paddock sold their only station, **WDEN-AM-FM** Macon, Ga., to Magic Broadcasting for $6 million. Doug Grimm and Don McCoy, owners of Magic, also own WJYR(FM) Myrtle Beach, S.C., and bought **WLSQ(AM)-WREZ(FM)** Montgomery, Ala. for $2.1 million from a group headed by Cleve J. Brien that has no other broadcast interests.

□

Kansas City Mo.-based diversified businessman, Robert P. Ingram, who has no other broadcast interests, sold **KBEA(AM)** Mission and **KXTR-FM** Kansas City, both Kansas, to Dr. John Robert E. Lee for $5,750,000. Lee is a principal owner of Silver Star Communications, a Tallahassee, Fla.-based group of four AM's and five FM's. Lee also bought **WKYD-AM-FM** Andalusia, Ala., from Charles G. Tomberlin, who has no other broadcast interests, for $1.1 million. Silver Star also sold WRIF(FM) Detroit to Taft Television and Radio for $17 million (see FM's).

□

KEZB-AM-FM El Paso was sold by Jack Rich, who has no other broadcast interests, to Heritage Broadcasting Co. for $5.5 million. Heritage is owned by Mario F. Iacobelli, who also owns WXXA-TV Albany, N.Y., and bought **WOMP-AM-FM** Bellaire, Ohio, for $4,360,000 from Robert Dodenhoff and Daniel Wachs, who also

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□

Roger Kaplan and his wife, Patricia, sold their only stations, **WKRS(AM)-WXLC(FM)** Waukegan, Ill., to H&D Radio Ltd. Partnership for $5.5 million. H&D is a Hartford, Conn.-based group of four AM's and four FM's owned by Joel Hartstone and Barry Dickstein. It also sold **WUHN(AM)-WUPE(FM)** Pittsfield, Mass., for $3,850,000 to the station's general manager, Phillip A. Weiner.

□

Taft Television and Radio Inc. sold **WGR(AM)-WRLT(FM)** Buffalo, N.Y., to Rich Communications Inc. for $5,250,000. The Cincinnati-based seller owns seven AM's, eight FM's and five TV's and is headed by Charles S. Mechem Jr. It was purchased by a partnership of The Robert M. Bass Group and American Financial Corp., a Cinncinnati-based investment firm owned by Carl Lindner (see Groups). Taft also bought WRIF(FM) Detroit (see FM's). Rich Products Corp., a Buffalo-based frozen food processor owned by Robert E. Rich and family, bought the stations.

□

KRZY(AM)-KRST(FM) Albuquerque, N.M., was sold by the estate of John Borroughs, former governor of New Mexico, to Wagontrain Broadcasting Corp. for $5.2 million. Wagontrain Communications Inc. also owns KPER(FM) Hobbs, N.M. It is headed by Bill Sanders, chairman, who also has interest in KIEZ(FM) Santa Paula, Calif., and KHEI(AM)-KVIB(FM) Maui, Hawaii. Wagontrain also owns the broadcast consulting firms: Drake-Chenault Enterprises Inc. and The Programming Consultants Inc.

□

Encore Communications bought **KTON(AM)-KTQN(FM)** Killeen-Belton, Tex., for $5,200,000.00 from Joe Abernathy, who has no other broadcast interests. Encore is owned by George Duncan former president of Metromedia Radio and Television.

□

Winslow T. Porter, who also owns WWGT-AM-FM Portland, Me., sold **WMYF(AM)-WERZ(FM)** Exeter, N.H., to Precision Media Corp. for $5.2 million. Precision is headed by Donald F. Law, president. It also owns WKSS(FM) Hartford-Meridian, Conn.

□

Carolyn Vance sold **KTAM(AM)-KORA-FM** Bryan-College Station, Tex., to Channel Communications Co. for $4 million. Channel is a San Antonio Tex.-based group of five AM's and seven FM's headed by L. Lowry Mays, chairman. Vance also bought **KEEE(AM)-KJCS(FM)** Nacogdoches, Tex., for $1,948,000 from Jimmy Rucker and Robert Hill, who have no other broadcast interests.

□

Julann Griffen, who has no other broadcast interests, sold **WENE(AM)-WMRV(FM)** Endicott, N.Y., to Beacon Broadcasting Corp. for $4.5 million. Beacon is owned by brothers, Robert and Alfred Lessner. It also owns WSCR(AM) Scranton, Pa., and WBNR(AM) Beacon, N.Y.,and WSPK(FM) Poughkeepsie, N.Y. It also bought WINR(AM) Binghamton, N.Y.

□

Amos Press, a Sydney, Ohio-based publisher headed by J. Oliver Amos, got out of broadcasting with the sale of **WMVP(AM)-WBGK(FM)** Milwaukee to Fairwest Communications for $4.4 million. Fairwest is owned by brothers, George and Reg Johns, and William Yde, former owners of WZPL(FM) Indianapolis and KKCW(FM) Portland Ore.

□

Vanir Communications Inc. bought **KNZS(AM)** Aptos-Capitola and **KMBY(FM)** Seaside, both California, from Chester Tart and Christopher Murray for $4.2 million. Tart and Murray have no other broadcast interests. The Vanir Group is a San Bernardino, Calif.-based diversified company owned by H. Frank Domingas and headed by Brett Miller, president. It has no other broadcast interests.

□

WIBM-AM-FM Jackson, Mich., was sold by Van Wagner Broadcasting Inc. to CR Broadcasting Inc. for $4,075,000. Van Wagner is headed by Richard Schaps and also owns KEBC(FM) Oklahoma City. CR is owned by Dennis Rooker, a Charlottesville, Va., attorney, and John Columbus. Rooker is former senior vice president and general counsel with Worrell Newspapers. Columbus is vice president of United Stations. CR also bought **WWWK-AM-FM** Wheeling, W.Va., from James and Henry Glasman for $3,825,000. The Glasmans also own WMCL(AM) McLeansboro and WTAO-FM Murphysboro, both Illinois, and WDXI(AM)-WRJX(FM) Jackson, Tenn.

□

KUGN-AM-FM Eugene, Ore., was sold by Obie Broadcasting to Omni Broadcasting Corp. for $4,035,000. Brian B. Obie, the seller, also owns KMVI(AM) Wailuku and KMVI-FM Pukalani, both Hawaii. Omni is owned by Mason Best Co., a merchant bank based in Dallas and Houston, involved in venture capital investments. Omni is headed by Paul E. Van Hook, who is also a director of Pathfinder Communications, an Elkhart Ind.-based group of five AM's and five FM's. Omni also bought KRNN(AM) San Antonio, Tex., for $1 million (see AM's).

□

Nelson Goldberg who has no other broadcast interests, sold **WKPA(AM)-WYDD(FM)** New Kensington, Pa., to Salem Media for $4 million. Salem is a Camarillo, Calif.-based group of eight AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson. Salem also sold KSLR(AM) San Antonio, Tex. (see AM's) and KCFO-FM Tulsa, Okla., and bought WTOB(AM) Winston-Salem, N.C., and KSLR(AM) San Antonio, Tex. (see AM's).

□

Ken Dowe sold **KRLB-AM-FM** Lubbock, Tex., to Broadcast Holdings for $3,675,000. Broadcast Holdings is owned by Jack Rich, who also owns KEZB-AM-FM El Paso. Dowe bought KDKS(FM) Benton, La., for $2 million (see FM's).

□

Patch-Dunn & Associates Inc. sold **WHUT(AM)-WLHN(FM)** Anderson, Ind., to John Mark Lamey for $3,395,000. Principally owned by Kenneth Patch, Patch-Dunn also owns WOCB(AM)-WJFK(FM) Cape Cod, Mass. Jon Mark Lamey has interest in Communicable Inc., owner and operator of Indiana cable systems.

□

Florence S.C.-based attorney T. Furman Brodie sold **WMRO(AM)-WAUR(FM)** Aurora, Ill., to George Beasley for $3,185,000.00 cash. Beasley is president and principal owner of Beasley Broadcast Group, a Goldsboro N.C.-based owner of nine AM's and 12 FM's. It also sold WPHR(FM) Cleveland and WYNG(FM) Evansville, Ind.,

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bought KSSR(FM) Bastrop, Tex., and WORZ(FM) Daytona Beach, Fla. (see FM's), bought KAAY(AM) Little Rock, Ark., and WORL(AM) Orlando, Fla. (see AM's) and WSPQ(AM) Springville, N.Y., and sold WREY(AM) Millville, N.J.

□

Denny Durbin, who has no other broadcast interests, sold **KIKO(AM)** Miami and **KEYX(FM)** Globe, both Arizona, to Allison Broadcasting Co. for $3,136,300. Allison Broadcasting is owned by Tara Allison, whose husband, Stephen, is the station's general manager.

□

Capitol Broadcasting Co., a Raleigh, N.C.-based group of two AM's, five FM's and one TV principally owned by James F. Goodmon, sold **WKEE-AM-FM** Huntington, W.Va., to Adventure II Inc. for $3.1 million. Adventure II is owned by Michael Shott, who also owns WHIS(AM)-WHAJ(FM) Bluefield, W.Va.

□

North County Broadcasting Corp. bought **KOWN-AM-FM** Escondido, Calif., from Palomar Broadcasters Corp. for $3 million. Palomar is an Encino, Calif.-based group of three AM's and three FM's owned by media brokers John D. Feldmann and Arthur Hogan. North County owns one AM and two FM's and is owned by N. Arthur Astor.

□

Donal[illegible]on sold **WLBC(AM)** and **WLBC-FM** Muncie [illegible]d., to cartoonist Jim Davis for $3 million. [illegible]urton put the AM on the air in 1926, Davis is the creator of the syndicated comic strip, *Garfield*.

□

Robert H. (Rick) Devlin, former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talkradio, and Jon Ferrari, owner of Ferrari Inc., a New York-based advertising agency, sold **WUTQ(AM)-WOUR(FM)** Utica, N.Y., for $3 million to William J. Selwood, who also owns WABY(FM)-WKLI(FM) Albany, N.Y. Devlin & Ferrari bought the stations two years ago for $1.5 (BROADCASTING, Feb. 3, 1986)

□

WAMR(AM)-WCTQ(FM) Venice, Fla., was sold by Hall Communications Inc. to Asterisk Radio for $3 million. Norwich, Conn.-based Hall is a group of six AM's and six FM's owned by Robert Hall. Asterisk is owned by Fred Ingham, who also owns WTRS-AM-FM Dunnellon and WJST(FM) Panama City, Fla. Asterisk also bought **WJBU(AM)-WJST(FM)** Port St. Joe, Fla., from Brown Broadcasting for $2,425,000. Brown Broadcasting is owned by John Brown University, a nonprofit educational institution headed by Dr. John E. Brown. It also owns KUOA(AM)-KLRC(FM) Siloam Springs, Ark., and KGER(AM) Long Beach, Calif.

□

Allan Roberts, former owner of WIIN(AM)-WFPG(FM) Atlantic City, N.J., bought **WSYB(AM)-WRUT(FM)** Rutland, Vt., from Vermont Radio Inc. for $2.7 million. Vermont Radio was principally owned by Simon Goldman who also owns WJTN(AM)-WWSE(FM) Jamestown, N.Y.

□

John VerStandig, owner of VerStandig Broadcasting, bought **WSVA(AM)-WQPO(FM)** Harrisonburg, Va., from Gilmore Broadcasting Corp. for $2,650,000. Gilmore is a Kalamazoo, Mich.-based group of five TV's headed by James S. Gilmore. VerStandig also owns WAYZ-AM-FM Cambridge, Md., and recently announced that it had reached a settlement agreement to purchase the contested WGMS-AM-FM Washington from RKO General Inc., pending FCC approval.

□

Speed-O-Print Business Machine Corp. a publicly traded, Chicago-based office equipment distributor headed by Peter Nisselson, which owns WJYE(FM) Buffalo, N.Y., and WNNR(AM) New Haven, Conn., added **WLOE(AM)-WKLM(FM)** Eden, N.C., from Colonial Broadcasting Co. for $2.5 million. Colonial is a Montgomery Ala.-based group of two AM's and four FM's owned by David Coppock.

□

Chambers Broadcasting sold **KDOL(AM)** Mojave and **KTPI(FM)** Tehatchapi, both California, for $2.5 million to former California broadcaster, Melvin Winters, Bert Pucci, former owner of *Los Angeles* magazine, and syndication executive, Edward Hawkins. Chambers is owned by George Chambers and Robert Adelman, who also own KGBR(FM) Gold Beach, Ore.

□

KTYL-AM-FM Tyler, Tex., was sold by Heritage Broadcast Group Inc. to Stansell Communications Inc. for $2.4 million. Heritage is based in Tucker, Ga., and owns WAAX(AM)-WQEN(FM) Gadsen, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KRKK(AM)-KQSW(FM) Rock Springs, Wyo., and WISE(AM)-WKSF(FM) Asheville, N.C. It is owned by James T. Cullen and Adam G. Polacek. Stansell is owned by James I. Stansell and William Harrison, former owners of KLAK(FM) Denison, Tex.

□

Patsy E. Miller sold her only station, **WDKW(AM)-WSGM(FM)** Staunton, Va., for $2,330,000 to Clark Broadcasting Co., owned by Jim Clark. It also owns WCEI-AM-FM Easton, Md., and WOVU-FM Ocean View, Del.

□

Valley Broadcasting Inc. sold **KJAN-AM-FM** Atlantic, Iowa, to Robert H. Carl for $2,250,000. Valley is owned by Robert H. Selden, Brent Slay, Allen Davies and Robert Bebensee, who also own WKLK-AM-

FM Cloquet, Minn., and KARE(AM) Atchison, Kan. Carl, general manager of KESY-AM-FM Omaha, also owns KCOB(AM)-KLVN(FM) Newton, Iowa.

□

Craig Scott, general manager of WREC(AM)-WEGR(FM) Memphis, and Stephen Vunyard, president of Clayton Webster Corp., a St. Louis-based radio syndication firm, bought **WSJC-AM-FM** Magee, Miss., for $2.2 million from Magee-based Jeannette Mathis, her sons, Robin and Ralph, and J.B. Skelton, who own two AM's and two FM's.

□

Bruce and Linda Johnson, Pasadena Calif.-based investors, who have no other broadcast interests, bought **KGEM(AM)-KJOT(FM)** Boise, Idaho, for $2.1 million from George C. and Wilda Gene Hatch and family, who own a Salt Lake City-based group of three AM's, three FM's and three TV's.

□

Price Broadcasting Co. bought **KQMS(AM)-KSHA(FM)** Redding, Calif., for $2 million from Redding AM, which is owned by Eugene L. Hill; his wife, Joy; his mother, Emma, and Jerry McGee. It has no other broadcast interests. Price is a Salt Lake City-based group of four AM's, five FM's and one TV owned by John Price that also sold KKRD-FM Wichita, Kan.; WWVA(AM)-WOVK(FM) Wheeling, W.Va., and WJSU(TV) Anniston, Ala., for $25.1 million (see Groups).

□

Fred Senna sold 80% of **KVSF(AM)-KNYN(FM)** Santa Fe, N.M., to Radio New Mexico Inc. for the assumption of $1,865,000 in liabilities. Senna has no other broadcast interests, but retains a 20% interest in the stations. Radio New Mexico is owned by Bill Bereman and Ron Hunt. Bereman owns WPAD(AM)-WDDJ(FM) Paducah, Ky. Hunt is Santa Fe-based investor with no other broadcast interests.

□

Robert Goodrich, owner of WVIC-AM-FM Lansing and WSNX-AM-FM Muskegon, both Michigan, bought **KKZX(AM)** Davenport, Iowa, and **WXLP(FM)** Moline, Ill., from Guy Gannett Broadcasting Services for $1.8 million. Gannett is a Portland Me.-based publisher and group of four AM's, four FM's and four TV's. Its broadcast division is headed by Robert Gilbertson; the parent is headed by John DiMatteo, president. Gannett also exchanged WPLP(AM) Pinellas Park, Fla., for Susquehanna Radio Corp.'s WKIS(AM) Orlando, Fla. (see AM's).

□

Sunshine Wireless Co. sold **WDVH(AM)-WKYS(FM)** Gainesville, Fla., to Albert J. Gillen Associates Inc. for $1.8 million. Sunshine is owned by Dan Cohen, Jeffrey D. Greenhawt and Don Verlanti, who also own WQAM(AM)-WKQS(FM) Miami. Albert Gillen, the buyer, is a retired vice president of Knight-Ridder Broadcasting Inc.

□

Harry S. McMurray, who also owns KXKQ(FM) Safford, Ariz., sold 50% of **KTMS(AM)-KHTY(FM)** Santa Barbara, Calif., to Christian C. Larson for about $1,750,000, including the assumption of liabilities. The remaining 50% is owned by F. Robert Fenton, who also owns KRFD-AM-FM Marysville, Calif., and KHSN(AM) Coos Bay and KOOS(FM) North Bend, both Oregon. Larsen is a real estate investor from Pacific Palisades, Calif.

□

Gordon H Hastings, former president of Katz Television, along with his wife, Linda, bought **WATN(AM)** Watertown and **WTOJ(FM)** Carthage, both New York, for $1.7 million from Dean Aubol, former owner of WTHU(FM) Thurmont, Md., and Frank Penny, owner of WEBO(AM)-WQWT(FM) Oswego N.Y. Hastings also owns WDOS(AM)-WSRK(FM) Oneonta, N.Y.

□

Dick Schofield, who has no other broadcast interests, sold **KAVR-AM-FM** Apple Valley, Calif., to Crown Broadcasting for $1.7 million. Crown is principally owned by Ron Strowther, who also purchased KLOV(FM) Loveland, Colo. (see FM's).

□

Walton Radio Inc., a Pebble Beach, Calif.-based group of four AM's and three FM's owned by John A. Walton, sold **KIDD(AM)** Monterey and **KWST(FM)** Carmel, both California, for $1.6 million to Carmel Broadcast Associates Inc., owned by Jack L. Woods and seven others. It also has interest in KOGO(AM)-KBBY(FM) Ventura, Calif.

□

Heartland Media Inc., a subsidiary of Tom Ingstad Broadcasting Group, a Grand Forks, N.D.-based owner of three AM's and three FM's principally owned by Ingstad and Randy Holland, the group's chief operating officer, sold **KXIC(AM)-KKRQ(FM)** Iowa City, Iowa, for $1.6 million to a group principally owned by Ron Hamilton, general manager of KCFI(AM) Cedar Falls and 25% owner of KFTX-FM Fort Dodge, both Iowa.

□

Ro D. Grignon, former executive VP of Taft Broadcasting Co., who had no other broadcast interests, bought **KDLM(AM)-KVLR(FM)** Detroit Lakes, Minn., for $1,540,000 from Alver G. Leighton and David H. Knutson, who own Leighton

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□

Christine Harvel and Richard Bellaire sold their only station, **WJFX-AM-FM** Aiken, S.C., to The Guardian Corp. for $1.5 million. Guardian is headed by Bob Manny. It also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga.

□

John A. Robertshaw Jr. and John D. Reese sold **WKXA(AM)-WCLZ(FM)** Brunswick, Me., to Douglas H. Tanger for $1.5 million. Robertshaw and Reese own WCNS(AM) Latrobe, Pa. Tanger and his family also own WRQS-FM Detroit and WTMI-FM Miami and bought WFLN(FM) Philadelphia.

□

Paul A. Dunn and Edward J. Carey, who have no other broadcast interests, sold **WTLB(AM)-WRCK(FM)** Utica, N.Y., to Vanguard Communications for $1.5 million. Vanguard is a Geneva, N.Y.-based owner of two AM's and two FM's owned by New York attorney, Leonard I. Ackerman, and diversified New Jersey businessman Leonard Marcus.

□

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Kent Jones and family, who have no other broadcast interests, sold **WKAJ(AM)-WASM(FM)** Saratoga Springs, N.Y., for $1,450,000 to Saratoga Broadcasting Co., a group owned by Howard M. Ginsberg and brothers, John and David Kimmel. Ginsberg is a consulting engineer, and the Kimmels own a St. Albans, Vt.-based group of two AM's and two FM's.

□

Marc D. Steenbarger, sales manager at KYCK(FM) Crookston, Minn., bought **WDAN(AM)-WDNL(FM)** Danville, Ill., from Sangamon Broadcasting Inc. for $1,450,000. Sangamon is owned by Shelby Harbinson, who also has interest in KVSV-AM-FM Beloit, Kan., and WCSJ-AM-FM Morris, Ill.

□

KMON-AM-FM Great Falls, Mont., was sold by Great Northern Communications Inc. to Great Falls Broadcasting Co. for $1.4 million. Great Northern is owned by Donald G. Bradley and Lyle A. Courtnage, who also own KTVH(TV) Helena, Mont. Great Falls is principally owned by John D. Mattus and also owns KLCY(AM)-KYSS(FM) East Missoula, Mont., and KLCI(FM) Nampa, Idaho.

□

Marcia Nescott sold her only stations, **WWNH(AM)-WCYT(FM)** Rochester, N.H., to Salmanson Communications Partners I for $1.4 million. Salmanson is owned by James A. Salmanson, his wife, Eileen, and David Butterfield. Salmanson is the former president and CEO of the Boston-based Adams Drugstore chain. Butterfield is owner of Butterfield Communications, a Cambridge Mass.-based sales consultant and media placement firm.

□

WKQD-AM-FM Tullahoma, Tenn., was sold by Ronnie Wallace, who has no other broadcast interests, for $1,353,000 to Fortune Media Communications Inc., owned by Ronald Hale and John E. Finch. Hale owns WWYN(FM) McKenzie-Jackson, Tenn., and, with Finch, has interest in WAKK(AM)-WAKH(FM) McComb, Miss.

□

Charles Gray, Edward W. Christiansen, Earl R. Reilly and Kenneth L. Wiley, who have no other broadcast interests, sold **KINY(AM)-KSUP(FM)** Juneau, Alaska, to Alaska-Juneau Communications Inc. for $1,350,000. Alaska-Juneau is owned by Dennis W. Egan, who was general manager of KJNO(AM)-KTKU(FM) Juneau.

□

Pemmigewasset Broadcasters Inc., owned by Richard F. Morse who has no other broadcast interests, sold **WPNH-AM-FM** Plymouth, N.H., to Northern New England Communications Inc. for $1,350,000. Northern New England is owned by Elmer H. Close, who also owns WKNE-AM-FM Keene, N.H.

□

A group of nine investors headed by Sam Cosley, who have no other broadcast interests, sold **WNOO-AM-FM** Chattanooga to Pye-Watts Communications, Inc. for $1.3 million. Lionel F. Pye and Gilbert H. Watts, Dalton, Ga.-based investors with no other broadcast interests, bought the stations.

□

KSEL-AM-FM Lubbock, Tex., was sold by Harris Enterprises to a group headed by George Bakke for $1.3 million. Harris, based in Garden City, Kans., owns six AM's and six FM's and is owned by John P. Harris and family. Bakke also owns KMND(AM)-WNFM(FM) Midland, Tex. Harris also sold WACO(AM)-KHOO(FM) Waco, Tex..

□

Cristopher T. Dahl, who owns KLGR-AM-FM Redwood Falls, KLIZ-AM-FM Brainerd and KXRA-AM-FM Alexandria, all Minnesota, bought **KKBJ-AM-FM** Bemidji, Minn., for $1.3 million from Justin Hoberg, who also owns KJKJ(FM) Grand Forks and KTYN(AM) Minot, both North Dakota.

□

Southern Minnesota Broadcasting Co., a Rochester Minn.-based group of three AM's and three FM's owned by G. David Gentling, sold **KFMX-AM-FM** Lubbock, Tex., for $1,250,000 to Michael DeLier, former owner of KCRC(AM)-KNID(FM) Enid, Okla.

□

KDSX(AM)-KDSQ(FM) Dennison-Sherman, Tex., was sold by John Mahaffey to Transcontinental Broadcasting Co. for $1.2 million. Mahaffey also has interest in KGRT-AM-FM Las Cruces, N.M.; KTTR(AM)-KZNN(FM) Rolla and KRMS(AM)-KYLC(FM) Osage Beach, both Missouri. Transcontinental is owned by George A. Jenne, general manager of WJBO(AM)-WFMF(FM) Baton Rouge, and four others. Jenne also has interest in KPRR(FM) El Paso.

□

Sylvia R. Henkin and family, who also own KSOO(AM)-KPAT(FM) Sioux Falls, S.D., bought **KKAA(AM)-KQAA(FM)** Aberdeen, S.D., for $1,198,000 from David S. Lausten, who has no other broadcast interests.

□

KOBE(AM)-KMVR(FM) Las Cruces, N.M. owners, David H. Krall and James W. Cooper, bought **KCSJ(AM)-KUSN(FM)** Pueblo, Colo., from Sunbrook Communications of Pueblo Inc. for $1,188,000. Sunbrook is a subsidiary of Sunbrook Communications, headed by Larry Roberts. It also owns KGRZ(AM)-KDXT(FM) Missoula and KXTL(AM)-KQUY(FM) Butte, both Montana.

□

KBLQ-AM-FM Logan, Utah, was sold by Peoples Broadcasting Inc. to Logan Broadcasting Co. for $1,130,000. Peoples Broadcasting is headed by M. Kent Frandsen, president. It also owns KBLI(AM)-KLCE(FM) Idaho Falls and KSKI-AM-FM Hailey, both Idaho. Logan Broadcasting is owned by Dr. Brent W. Lambert and Dr. Eric J. Johnson, who also own WIKE(AM) Newport and WSTJ(AM)-WNKV(FM) St. Johnsbury, both Vermont, and KEVA(AM)-KOTB(FM) Evanston, Wyo.

□

Mark Brady and his wife, Mary, who have no other broadcast interests, sold **WFAD(AM)-WCVM(FM)** Middlebury, Vt., to Straus Communications for $1,125,000. Peter Straus, the buyer, also owns WELV-AM-FM Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va., and four weekly advertisers in New York and New Jersey.

□

Eugene V. McPherson sold his only station, **WVLN(AM)-WSEI(FM)** Olney, Ill., to V.L.N. Broadcasting Inc. for $1,120,000. V.L.N. is a Corbin Ky.-based group of six AM's and four FM's owned by Terry E. Forcht.

□

Richard T. Laughridge, Charles S. Morris and J. William Nichols sold **WGTN(AM)-WAZX(FM)** Georgetown, S.C., to Beach Broadcasting of South Carolina Inc. for $1.1 million. They have no other broadcast interests. Beach Broadcasting is owned by Stewart Freeman and Robert Simpkins. It also owns WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., and WPFR-AM-FM Terre Haute, Ind.

□

Bill Graham a businessman in Mineral Wells, Tex., and Jesse Graham, from Fort Worth, bought **KJSA(AM)-KYXS-FM** Mineral Wells from Jerry Snyder & Associates for $1,035,000. Jerry Snyder has no other broadcast interests. Charles Pyle, the other principal in the seller, is also owner of KWIC-AM-FM Beaumont, Tex.

□

WBLR(AM)-WKWQ(FM) Batesburg, S.C., was sold by Hugh J. Wheeler, who has no other broadcast interests, to Columbia Christian Radio Inc. for $1,032,655. Columbia Christian is a subsidiary of Willis Broadcasting, a Norfolk Va.-based group of 14 AM's and four FM's principally owned by L.E. Willis.

□

Arkansas state legislator, Kenneth R. Camp, bought **KTEO(AM)-KYSD(FM)** San Angelo, Tex., for $1,015,000 from O.P. Bobitt, who has no other broadcast interests. Camp also has interest in a cable system in Jonesboro, Ark.

□

J.R. Livesay and family sold **WERT-AM-FM** Van Wert, Ohio, to Atlantic Resources Corp. for $1 million. Livesay owns a Mattoon Ill.-based group of three AM's and four FM's. Atlantic Resources is owned by Paul E. Cheney, a Cincinnati certified public accountant and Chris Cage, general manager of WKKI(FM) Celina, Ohio.

□

Melvin L. Stone and family, who have no other broadcast interests, sold **WGUY-AM-FM** Bangor, Me., to Sunspot Broadcasting Co. for $1 million. Sunspot is owned by John J. Pineau, an electronics manufacturer and real estate developer from Hamden, Me.

AM's

There were 231 AM stand-alone sales last year, totalling $137,394,744, at an average price of $594,782. For the first time since 1980, the average price of an AM stand-alone increased, up from 1986's $439,946. The 1980 average was about $800,000. A new AM record was set in 1987 with the $15-million sale of WADO New York. Of the 231 sales, 199 were for less than $1 million, while 32 topped the $1-million mark. Those sales are listed below:

The decline of AM stand-alone values caused some broadcasters to seek creative buying and selling arrangements, such as the complicated three-party sale of **WORL(AM)** Orlando, **WAJL(AM)** Winter Park and **WWLD(AM)** Pine Castle-Sky Lake, all Florida (see below). There were also two station swaps. **KGBX(AM)** Springfield, Mo., was exchanged by **KGBX** Communications for Springfield Great Empire Broadcasting's **KTTS(AM)** Springfield, Mo. KGBX Communications is owned by Allan Thompson and five others and has no other broadcast interests. Springfield Great Empire Broadcasting is a Wichita Kan.-based group of three AM's and three FM's including KTTS-FM Springfield, Mo., principally owned by F.F. (Mike) Lynch and Michael C. Oatman.

Also involved in an exchange were Guy Gannett Publishing Co.'s **WPLP(AM)** Pinellas Park, Fla., for Susquehanna Radio Corp.'s **WKIS(AM)** Orlando, Fla. Portland, Me.-based Gannett is a group of four AM's, four FM's and four TV's principally owned by Jean Gannett Holley. It also owns WSSP(FM) Orlando. Susquehanna is a York, Pa.-based group of seven AM's and 11 FM's principally owned by Louis J. Appell. It also owns WHVE(FM) Sarasota, Fla. Both stations have a news/talk format.

□

The largest AM sale last year was that of **WADO(AM)** New York by Nelson LaVergne to Radio WADO Inc. for $15 million. Lavergne, who owns no other stations, originally sold the station to Tichenor Media Systems for $20 million, but that sale fell through. Radio WADO is a new group owned by Louis Wolfson and his mother, Lynn, and Mark Blank and family. Wolfson is the grandson of the late Mitchell Wolfson, founder of Wometco Corp. Blank is the president of National Brands, Miami-based investment firm.

□

The largest AM-only group transaction of last year was the purchase of six of Universal Broadcasting Corp.'s suburban stations by Universal's executive vice president, Dick Marsh, for $15 million. Marsh bought **KUXL(AM)** Golden Valley, Minn. (Minneapolis); **WYLO(AM)** Jackson, Wis. (Milwaukee); **KCNW(AM)** Fairway, Mo. (Kansas City); **WDCT(AM)** Fairfax, Va. (Washington); **KTEK(AM)** Alvin, Tex. (Houston), and **KWJS(AM)** Fort Worth in a purchase that included an FCC tax certificate to the seller, since Marsh's mother is Puerto Rican. Principally owned by Marvin B. Kosofsky and Howard Warshaw, Mineola, N.Y.-based Universal will own five AM's and four FM's after it sells WCBW(AM) St. Louis, which is on the market.

□

Multimedia Broadcasting Co. sold **WWNC(AM)** Asheville, N.C., to Heritage Broadcast Group Inc. for $7,250,000. Multimedia, a publicly owned Cincinnati-based entertainment conglomerate owns this station group of three AM's, three FM's and five TV's, headed by James T. Lynagh, president. Heritage, based in Tucker Ga., spun off co-located WISE(AM) (BROADCASTING, July 27, 1987) to purchase the station. After also selling KTYL-AM-FM Tyler, Tex. (see "AM-FM's"), it now owns four AM's and four FM's. It is owned by James T. Cullen and Adam G. Polacek.

□

Metropolitan Broadcasting Corp., a New York-based group of three AM's and six FM's headed by Carl Brazell, sold **WIP(AM)** Philadelphia to Spectacor Broadcasting LP for $6 million. Spectacor is a new group principally owned by Philadelphia broadcaster Ragan Henry and CBS sportscaster Tom Brookshier.

□

Thunder Bay Communications, owned by Gordon Stenback and Earle Horton, sold **KIXI(AM)** Seattle to Sunbelt Communications Inc. for $4.8 million. It also sold KLTX(FM) Seattle (see FM's). KIXI(AM)-KLTX(FM) which together brought $13,500,000 were purchased in combination by Thunder Bay in October 1985 from Wally Nelskog for $8 million. Sunbelt is owned by C.T. Robinson and

William C. Moyes, who also own KMGI(FM) Seattle.

□

WMRE(AM) Boston was sold by Mariner Communications Inc. to Noble Broadcast Group for $3.7 million. Mariner is a group of investors with no other broadcast interests, headed by Jack Roberts. Noble Broadcast Group, a San Diego-based group owner of four AM's and five FM's principally owned by John T. Lynch, president and chief executive officer, also bought KBEQ-FM Kansas City, Mo. (see "FM's") and KBCO-AM-FM Boulder, Colo. (see "AM-FM's").

□

The *Worcester Telegram & Gazette* daily newspaper, which was sold to the *San Francisco Chronicle*, also disposed of **WTAG(AM)** Worcester, Mass., selling it to Knight Quality Group for $2.8 million. The *Worcester Telegram & Gazette* is owned by Robert W. Booth and family and the family of the late Robert Stoddard. Knight is a Boston-based group of four AM's and four FM's owned by Norman Knight.

□

KAAY(AM) Little Rock, Ark., was sold by Sudbrink Broadcasting to Beasley Broadcasting for $2,650,000. West Palm Beach, Fla.-based Sudbrink is a group of three AM's and four TV's owned by Robert W. (Woody) Sudbrink. Beasley is a Goldsboro, N.C.-based group of nine AM's and 12 FM's principally owned by George Beasley. It also bought **WORL(AM)** Orlando, Fla., for $1,935,000 from Robert Thompson, a Shreveport, La.-based attorney with no other broadcast interests, who had bought the station from Metroplex earlier last year (see below). It also bought WMRO(AM)-WAUR(FM) Aurora, Ill. (see "AM-FM's"); sold WPHR(FM) Cleveland and WYNG(FM) Evansville, Ind.; bought KSSR(FM) Bastrop, Tex.; WORZ(FM) Daytona Beach, Fla. (see "FM's"); WSPQ(AM) Springville N.Y. (BROADCASTING, Jan. 26), and sold WREY(AM) Millville, N.J. (BROADCASTING, April 27).

□

John S. Tyler, principal in the Kansas City-based Satellite Radio Network Inc., joined forces with James W. Rupp and Michael B. Glinter to buy **KGOL(AM)** Humble, Tex., from Humble Audiocomm Corp. for $2.1 million. Humble is owned by J.M. Kellar, president, and has no other broadcast interests. Rupp has an interest in Midwest Communications Inc., a Minneapolis-based group of one AM, one FM and five TV's. Glinter owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Glinter also holds construction permits for nine new AM's.

□

Quarter-horse breeder, Douglas Trenner and his wife, Christina, bought **KNUU(AM)** Paradise, Nev. (Las Vegas), and **KBET(AM)** Reno for $2.1 million from Bernstein/Rein Advertising Inc., a Kansas City-based advertising firm owned by Robert Bernstein, who has no other broadcast interests. Trenner owns Sunshine Ranch, Coachella Valley, Calif.

□

Brothers Carl and Bruce Maduri and Anthony Lupo, who have no other broadcast interests, sold **WLQY(AM)** Hollywood, Fla., to Rafael Diaz-Gutierrez and Victor Lanz for $2 million. Gutierrez is a former president and general manager of WSKQ(AM) New York and vice president of KSKQ(AM) Las Vegas. He retains interests in both those stations. Lanz is news director at WAMA(AM) Tampa, Fla.

□

Narragansett Broadcasting Co., the station group subsidiary of Narragansett Capitol Corp., sold **KHTT(AM)** San Jose, Calif., to Vista Broadcasting Co. for $2 million. Narragansett Broadcasting is based in Providence, R.I., and owns one AM, three FM's and one TV. It recently bought KEZO-AM-FM Omaha, pending FCC approval. It is headed by John Franks, president. Vista, owned by John F. and James E. Levitt, also has interest in KEZR(FM) San Jose, Calif.

□

WBMX(AM) Oak Park, Ill. (Chicago), was sold by Egmont Sonderling to Alliance Communications Inc. for $2 million. Sonderling also sold co-located WBMX-FM (see "FM's"). Alliance is owned by the Polish National Alliance, a Chicago-based nonprofit insurance company. It is headed by Aloysius A. Mazewski, president, and has no other broadcast interests.

□

WMAN(AM) Mansfield, Ohio, was sold by Vaughan P. Rubin to Cleveland attorney, Harrison Furst, for $2 million. Neither has other broadcast interests.

□

Larry J.B. Robinson, former owner of KGLD(AM) St. Louis and KWK(FM) Granite City, Ill., bought **WBBG(AM)** Cleveland from Jacor Communications Inc. for $1,900,000. Jacor is publicly owned and based in Cincinnati. It owns five AM's and seven FM's and is headed by Terry Jacobs, chairman. It also purchased KOA(AM)-KOAQ(FM) Denver (see "AM's-FM's").

□

In one of the more complicated sales of the year, Metroplex Communications Inc., a Cleveland-based group of six AM's and seven FM's owned by Norman Wain and Robert C. Weiss, sold **WORL(AM)** Orlando, Fla., to Robert Thompson, a Shreveport La.-based attorney with no other broadcast interests, for $1,650,000 (he then sold the station to Beasley Broadcasting, see above). Metroplex then bought **WAJL(AM)** Winter Park, Fla., from Alleluia Ministries Inc. for $1,100,000. Alleluia, which is owned by Albert Chubb and his wife Elayne, in turn bought **WWLD(AM)** Pine Castle-Sky Lake, Fla. for $300,000 (BROADCASTING, June 8).

□

Jefferson-Pilot Communications, a Charlotte N.C.-based group of five AM's, five FM's and two TV's, a subsidiary of publicly owned Jefferson-Pilot Corp., sold **WQXI(AM)** Atlanta to Vinrah Inc. for $1,650,000. Vinrah is owned by the son of Philadelphia broadcaster Ragan Henry, Vincent Henry, who also has an interest in WXTR(FM) Washington and WWIN(AM)-WGHT(FM) Baltimore.

□

WSDR(AM) Sterling, Ill., was sold to Seith-Serafin Communications Inc. for $1.6 million. WSDR was principally owned by Thomas L. Davis, president, and eight others. It has no other broadcast interests. The buyer is owned by Chicago attornies, Alex R. Seith, his son, William, and Thomas Serafin, press secretary to Senator Allen Dixon (D-Ill.).

□

WQQW(AM) Waterbury, Conn., was sold by Marshall Pite, who has no other broadcast interests, to Richard D. Barbieri, Vinal Duncan and John A. Corpaci for $1.5 million. Barbieri is director of Security Savings & Loan in Waterbury. Duncan and Corpaci are local investors with no other broadcast interests.

□

L.E. Gradick sold his only station, **WIYN(AM)** Rome, Ga., to Broadcast Investment Associates Inc. for $1,450,000. Broadcast Investment Associates is owned by Paul C. Stone, director of Georgia Radio Network in Atlanta, and his father, Sanford.

□

Everett H. Aspinwall Jr. and his wife, Valerie, sold their only station, **WPBR(AM)** Palm Beach, Fla., to PBR Communicationns Systems Inc. for $1,350,000. PBR is owned by Arnold Lampert, former owner of WWDB(FM) Philadelphia, and Leonard Stevens, owner of Banks Tower Communications Ltd., a broadcast tower space rental firm.

□

Lee C. Palmer-Everding, who owns WZZD(AM) Philadelphia and WWDJ(AM) Hackensack, N.J., bought **KSLR(AM)** San Antonio, Tex., from Salem Communications for $1.2 million. Salem is a Camarillo, Calif.-based group of nine AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson.

□

Neal Spelce sold his only station, **KTXZ(AM)** West Lake Hills, Tex., to SCAN Communications for $1,059,750. SCAN is a newly formed corporation headed by David Dorin, a former sales executive with Arbitron; Joe Capobianco, owner of Cross-Country Communications Corp., a media consultant based in Westchester county, N.Y., and Fred Altberger, a financial consultant with WGH Corp. based in Denver.

□

KRNN(AM) San Antonio, Tex., was sold by Stanley Rosenberg, who has no other broadcast interests, to Omni Broadcasting Corp. for $1 million. Omni is owned by Mason Best Co., a merchant bank operating in Dallas and Houston. The broadcasting subsidiary is headed by Paul E. Van Hook, who is also a director of Pathfinder Communications, an Elkhart Ind.-based group of five AM's and five FM's. Omni also bought KUGN-AM-FM Eugene, Ore. (see AM's-FM's).

Cable

With deregulation of cable rates taking effect in 1987, most cable operators raised their basic rates while keeping pay rates generally flat. The result was that cable systems saw a rise in penetration and a dramatic increase in per-subscriber values in 1987, as the cash flows of their systems increased. Since cable transactions are not required to be reported to any government agency, prices are infrequently disclosed and a precise dollar total for 1987 sales is impossible to tabulate. The industry norm for estimating the value of a cable system sale has increased from the $1,500-per-subscriber used in 1986 to about $2,200 per sub. With that as a guide it can safely be said that cable sales totalled in excess of $6 billion. The following is a compilation of the major sales of 1987.

□

The largest sale of the year, and the largest sale in cable history, announced at the end of 1987 and not yet closed, is the sale of Kohlberg Kravis Roberts & Co.'s **SCI Holdings'** 1.4-million-subscriber Storer cable systems to a consortium of ATC, Comcast and Taft Cable (Tele-Communications Inc. and Bass Group joint venture) for a total consideration of about $2.8 billion. Storer cable and broadcast properties were bought by KKR in a leveraged buyout in 1985 for about $2.5 billion. KKR spun off the broadcast properties to Gillett (see Groups) and hired three major New York investment firms to sell the cable systems last summer. Those firms were fired in December and talks with the consortium began in December, and an agreement was reached on Christmas Eve.

□

Continental Cablevision, which had earlier made a play for Adams-Russell Communications (see below), bought American Cablesystems, the 23d largest MSO with about 500,000 subscribers, for $481.7 million. American is headed by Steven Dodge, chairman and chief executive officer. Continental is the third largest cable MSO with more than 1.5 million subscribers; it is headed by Timothy P. Neher, president. It also bought a system serving Woburn, Mass., from Colony Communications for an estimated $35 million-$45 million. Colony is headed by Jack C. Clifford, and is the 34th largest cable MSO with 265,000 subscribers. It is owned by Providence Journal Co., publisher of *Providence* (R.I.) *Journal*.

□

Cablevision Systems made one of the larger buys of the year when it purchased cable MSO Adams-Russell for $473.5 million. Based in Woodbury, N.Y., Cablevision Systems owns cable systems in five states with more than 700,000 subscribers. In the buy, Cablevision put up $40 million, Kidder Peabody & Co. provided $125 million and G.E. Credit Corp. lent the lion's share of almost $285 million to finance the buy. Adams-Russell, essentially an electronics manufacturer, sold its cable systems after several investors acquired large interests in the company, threatening a hostile takeover.

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I understand the spots will be sent without cost or obligation.

Public Service Director
Station
Street Address
City State Zip

☐ **Please Send Me Additional Health Campaigns That Are Available**

A-R is headed by John Lynch. Cablevision also bought Paragon Communications' systems serving Islip and Babylon, both New York, for an estimated $18 million-$22 million. Denver-based Paragon is an MSO with more than 550,000 subscribers in six states. It is headed by David R. Van Valkenburg. It also bought systems serving Summitt county, Brecksville and Brook Park, all Ohio, for about $20 million from John McGill and Carl Milstein, who have no other cable interests.

□

Adams-Russell Co., before being bought, purchased systems serving Wellsville and Penn Yan, both New York, from Sammons Communications Inc., a Dallas-based MSO of 57 systems with more than 650,000 subscribers, headed by James N. Whitson, for approximately $10 million to $14 million.

□

Essex Communications was sold to U.S. Cable Television Group LP for $225 million. Essex, a publicly owned, Greenwich, Conn.-based MSO headed by Paul L. Field and Dave Pardonner, had been reviewing bids for the company since midsummer. The buyer is a new corporation formed last year with Merrill Lynch to purchase broadcast and cable properties. Headed by former ABC executives, Marty Pompadur and Elton Rule, and Christopher Conley, it also purchased C4 Media Cable, a Vienna, Va.-based MSO with 72,000 subscribers in eight states for $126 million.

□

Washington Redskins owner, **Jack Kent Cooke,** had more to celebrate than his team's Super Bowl win this year. Cooke made one of the largest cable purchases of 1986 with the acquisition of McCaw Communications Co. and another large acquisition of 1987 with the $200-million-plus purchase of First Carolina Communications Inc., a Rocky Mount, N.C.-based MSO with systems in seven states serving approximately 160,000 subscribers. It was owned by Edward J. Baysden, E.B. Chester, Chuck Jarrett, Gary Phillips and David Smith. Cooke's interests also include the Chrysler and Kent buildings in New York, Elmendorf racing stables and the *The Los Angeles Daily News*. First Carolina, before being bought by Cooke, sold systems serving Toledo, Ohio, and Cleveland to Cablevision Systems Inc. for an estimated $20 million-$25 million. Cablevision Systems is a publicly owned MSO headed by Charles Dolan that also bought Adams-Russell Communications Inc. (see above). With his company, Cooke CableVision Inc., Cooke also bought a system serving Davis Monthan Air Force Base, Tucson, Ariz., from Cable Arizona for an estimated $2.6 million. Cable Arizona is a subsidiary of Phoenix-based Cable America Corp., an MSO with systems in four states and principally owned by William Jackson, president and chief executive officer.

□

One deal not yet closed is Harte-Hanks's divestiture of its four cable stations for what should total about $120 million-$150 million, although no price has been announced. The systems sold included two systems with 32,000 subscribers in Philadelphia that were sold to **Adelphia Communications,** which also bought a system in Luray, Va. (see below); an Asbury Park, N.J., system with 10,000 subscribers went to **Monmouth Cablevision Associates,** a New Jersey-based MSO with more than 60,000 subscribers headed by Joel Goldblatt, and a Houston system with 9,000 subscribers went to **Prime Cable of Austin, Tex.** Harte-Hanks also sold two of its three TV stations (see TV's).

□

Adams Corp., a Bryan, Tex.-based MSO with systems in eight states and headed by Don A. Adam, chairman, sold systems serving Clarksville and Ashland City, both Tennessee; Hopkinsville, Ky.; Angleton, Buffalo, Cleveland, Hempstead, Madisonville, Sealy, Woodville, Jasper, Kingsville, Marlin and Bellville, all Texas; and military bases in Fort Hood, Tex.; Fort Riley, Kans.; Fort Gordon, Ga.; Fort Carson, Colo.; Camp LeJeune, N.C., and Wurtsmith Air Force Base, Mich., to **Cencom Cable Associates** for over $125 million. Cencom is a Chesterfield, Mo.-based MSO with systems in five states. It is headed by Robert A. Brooks, chairman.

□

Cablevision Industries Inc. bought a Los Angeles system from Hollinger Inc. for $103.5 million. Hollinger is a subsidiary of Toronto-based Ravelston Inc., owned by Conrad Black, who has no other cable interests. Cablevision Industries is a Liberty, N.Y.-based MSO owned by Alan Gerry. It is the 21st largest MSO with more than 500,000 subscribers. Cablevision Industries also bought a system serving Live Oak and Suwanee, both Florida, from Sammons Communications Inc. for an estimated $3.5 million-$5 million.

□

Jones Intercable Inc. sold systems serving Sebastian and Palm Bay, both Florida; Carolina Beach and North Wilkesboro, both North Carolina; Sedalia, Mo.; Lowndes county, Ga.; Benton, Ark.; Marshall, Tex.; Shawnee, Okla.; Azusa, Calif., and Maywood, Ill. to **Falcon Cablevision, Falcon Telecable and Falcon Cable Media** for an estimated $65 million-$75 million. Jones is a publicly owned, Engelwood, Colo.-based MSO headed by Glenn Jones, president. It is 12th largest MSO with almost 900,000 subscribers. The buyers are affiliates of Falcon Cable TV, a Pasadena, Calif.-based MSO and 26th largest with over 400,000

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subscribers. It is headed by Marc Nathanson, president.

□

Bresnan Communications Co., a White Plains, N.Y.-based cable MSO principally owned by William J. Bresnan, managing general partner, operating systems serving more than 78,000 subscribers, bought systems serving about 25,000 subscribers in Brainerd, Minn., and Duluth, Minn.-Superior, Wis., from Group W Cable for an estimated $45 million-$60 million. Bresnan also bought systems with 33,000 subscribers in Bay City and Midland, Mich., and 10 smaller communities spanning them from Gerity Cablevision. Gerity is owned by the estate of James Gerity Jr. and also owns WGER-FM Bay City, Mich.

□

Elmer Goldman who has no other cable interests, sold his system serving Framingham, Mass., to **Framingham Cable Television Limited Partnership** for $12.8 million. The buyer is a joint venture of Vento & Co. and CMS Investment Resources. Vento is a Rosslyn, Va.-based real estate firm headed by Gerald T. Vento. CMS is a Philadelphia-based investment banking firm.

□

Earl Judy, who also owns WSIG(AM) Mount Jackson, Va., WALI(AM)-WROG(FM) Cumberland, Md., and a cable system serving Elkins, W.Va., sold a system serving Luray, Shenandoah, Stanley, Elkton and Grottoes, all Virginia, to **Adelphia Communications** for an estimated $7.5 million. Adelphia is a Coudersport, Pa.-based MSO serving 400,000 subscribers in seven states. It is principally owned by John J. Rigas.

□

American Television & Communications Corp., the second largest cable MSO, bought a system serving Hendricks county, Ind., from Sinclair TeleCable Inc. for an estimated $6.5-$8.5 million. John Sinclair owned the system and also owns a system in West Yellowstone, Mont. ACT has almost three million subscribers. Based in Englewood, Colo., Times Inc.-owned ATC is headed by Trygve Myhren, chairman.

□

Bruce R. Plankinton, who has an interest in Texkan Communications Inc., a Junction City, Kan.-based owner of cable systems in Kansas, sold a system serving Breckenridge, Colo., to **United Video Inc.** for $6 million. United Video is a Greenwich Conn.-based cable MSO owned by Lawrence Flynn. It serves over 50,000 subscribers.

□

Cable Systems USA bought a system serving Decatur, Ill. from First Rural Cable, which has no other cable interests, for $4.7 million-$5.8 million. Cable Systems USA is a Charleston, W.Va.-based MSO with almost 50,000 subscribers in six states and is headed by Jack Fuelhart.

□

Enstar Communications Corp. sold its systems serving Hollywood, Ravenel, Folly Beach and Charleston county, all South Carolina, and Darien, Jekyll Island and McIntosh county, all Georgia, to **U.S. Cable Corp.** for an estimated $3 million-$4 million. U.S. Cable is an MSO owned by Stephen E. Myers and Michael C. Anderson. It serves 110,000 subscribers with systems in nine states. U.S. Cable also bought a system serving Seabrook Island, Dataw Island and Beaufort county, all South Carolina, and Skidaway Island, Ga., from John W. Davidson and family, who also own Jesup Broadcasting Corp., a Milledgeville, Ga.-based group of four AM's and four FM's. U.S. Cable paid an estimated $6 million-$8 million for the systems.

Enstar also bought a system serving Carlinville, Ill., from Macoupin County Cablevision Ltd. for an estimated $4 million-$5 million. The seller was headed by Robert E. Howe, who has no other cable interests. Enstar is an Atlanta-based MSO with systems in six states. It is headed by Robert T. Graff. It also bought a system serving Neosho and Seneca, Mo., from Sammons Communications Inc. for approximately $5 million. Sammons sold a system to Adams-Russell (see above).

□

Hopewell Cable Systems Inc. sold its system serving Struthers, Ohio, to **Century Communications Corp.** for approximately $4 million-$6 million. Hopewell is principally owned by Richard P. Melvin, who has no other cable interests. Century, based in New Canaan, Conn., is the 17th largest cable MSO with almost 600,000 subscribers. It is owned by Leonard Tow and Sentry Insurance Corp.

□

A system serving Lake of the Ozarks, Mo., was sold by Amos Watson, the head of a St. Louis real estate and waste management firm. It has no other cable interests. The buyer was **Sun Country Cable Partners** which paid $4.3 million. Sun Country is a Pleasanton, Calif.-based MSO with systems in two states and a franchise pending in third, principally owned by David Kinley, president. Kinley, who operates Kinley, Simpson & Associates, a consulting firm, with Sun Country vice president, Lynette Simpson, has held management positions with American Television & Communications, and is the former chief of the FCC's Cable Television Bureau. Sun Country also has a system under construction serving Lake Pomme de Terre, Mo., and purchased systems serving West Richland and Benton City, both Washington, and Umatilla, Ore., for $2.5 million-$3 million from Dean Thompson, who has no other cable interests.

□

The Junction, Kan.-based MSO, **Communications Services Inc.**, bought a system serving New Boston, De Kalb, Hooks and Maud, all Texas, from Fred Domkas who has no other cable interests, for an estimated $3.6 million-$4.3 million. Communications Services has almost 200,000 subscribers in six states and is headed by Bruce R. Plankinton, president.

□

Sidney Malone, who has no other cable interests, sold his systems serving Richton, Leakesville, Sumrall, Hattiesburg, Lake Serene, Lumberton and Poplarville, all Mississippi, to **Phoenix Cable Income Fund** for an estimated $3-$4 million. Phoenix is headed by James P. Feeney. It also owns systems in Fairfield Mountain, N.C., and Fairfield Glade, Tenn.

□

Multi-Com Inc. sold its only system serving Novinger, Browning, Memphis, Lancaster, Greencastle and Greentop, all Missouri, to **SatCable** for an estimated $3 million. Multi-Com is principally owned by Ray Ford who has no other cable interests. SatCable is a Columbus, Ohio-based MSO with systems in three states. It is headed by Michael Mahaffey, president.

□

William Joyce, who has no other cable interests, sold his system serving Minocqua and Woodruff, both Wisconsin, to **Star Cablevision Group** for an estimated $2.5 million. Fond du Lac, Wis.-based Star, is an MSO with systems in four states and headed by Donald G. Jones, managing partner.

□

Dave Wood, who has no other cable interests, sold a system serving Chambers, Jefferson and Orange, all Texas to **Showcase Communications Inc.** for an estimated $2.8 million-$3.7 million. Showcase is headed by Richard Levinson, a Livingston, N.J.-based investor with no other cable interests.

□

A system serving Avon, Ill. was sold by Nova Communications Inc. to **Triax Development Co.** for an estimated $2.7 million-$3.4 million. Nove is headed by Robert G. Fischer. It has no other cable interests. Triax is a Barrington, Ill.-based MSO headed by James DeSorrento, chairman. It owns systems in Indiana, Michigan and Ohio serving approximately 25,000 subscribers.

□

Roy L. Montgomery, John Hastings and Virgil Richardson, who have no other cable interests, sold their system serving Faulkner County, Greenbrier and Perryville, Ark. to **SRW Inc.** for an estimated $2 million-$3 million. SRW is headed by Rick Snyder, president, and also owns system near Columbia, S.C.

□

Warner Cable Communications bought systems serving Cayuga, Eugene and Vermillion, all Indiana, and Oakwood, Muncie, Fithian and Fairmount, all Illinois from Steve Autor, who has no other cable interests, for an estimated $1.2 million. Warner Cable is a publicly owned, Dublin, Ohio-based MSO with over 1.3 million subscribers headed by James L. Gray, J. Baysden, E.B. Chester, Chuck Jarrett, Gary Phillips and David Smith.

Brokers rate 1987, look to 1988

1987 may not have been match for year before, but over all it was a good year for station sales, although Black Monday contributed to slow fourth quarter

Brokers experienced slowdowns in 1987, with the fourth quarter particularly light. But considering that it was a slowdown from an exceptional 1986 that saw a change in tax laws spur numerous sales, it was still a very good year. Most of those brokers polled by BROADCASTING saw 1988 as promising as well.

The largest broadcast brokerage firm in 1987—Wertheim Schroder & Co.—was headed by a relative newcomer to the brokerage business, but an old name in broadcasting, Gary Stevens, former president of Doubleday Broadcasting. (Stevens has announced the formation of his own company, Gary Stevens & Co., [see "Riding Gain"] after two years with Wertheim Schroder that saw him sell over $600 million in broadcast properties.) For 1987, Stevens reports $340 million in sales, and sees a big year coming in 1988: "A lot of over-leveraged guys will be coming back, it will be busy, but the prices will be moderating," said Stevens. "The big news is that a lot of sellers will be taking back paper, rather than risk a highly leveraged deal."

Traditionally one of the largest brokers, Blackburn & Co., had a good year in 1987, said Jim Blackburn. "We weren't as busy last year as we were in 1986; it was very active but a very different kind of year," said Blackburn. Blackburn said that the beginning of 1987 was busy with "a lot of spill-over from 1986, but the fourth quarter of last year was very light." Even so, Blackburn said the post-Black Monday business remains healthy: "It did not have a dramatic impact on most sales," said Blackburn. For 1988, Blackburn said, "This year will be active, but I don't see the same activity as last year, though it is possible."

Chapman Associates president Bill Cate reports that Chapman sold almost 100 stations in 1987, with just under $200 million in sales. That was down from 1986's totals of $260 million, but Cate explains that the hectic fourth quarter of 1986 would have been almost impossible to match for sheer numbers of transactions. He called 1986 "something of an aberration." He said that until last October, Chapman had been moving stations at almost the same rate as 1986, but after Black Monday, the numbers were not comparable. Cate expects 1988 to be a banner year: "88 will have a shot in the arm because of the transitional period for the repeal of the general utilities doctrine (allowing stations under $10 million certain tax breaks), which will end on Dec. 31." Cate added that, "1988 is an election year, which has traditionally been good for brokers. We're very optimistic."

Howard Stark, who normally leads the field in dollar totals because of his concentration on major-market TV's, said that he was working on sales for 1988 worth about $250 million that had been delayed from last year because of tax reasons. Stark is one broker who was directly affected by the influx of Wall Street firms that began handling large TV sales: "The [Wall Street firms] have brought in a lot of financial people who don't care about broadcasting," said Stark. In spite of that, Stark said he was looking forward to a good year in 1988.

Communications Equity Associates, a brokerage firm with ties to both cable and broadcast sales reported almost $1 billion in sales in 1987, with $619 million in cable, $61 million in broadcast sales and the remainder in investment banking and entertainment brokerage. The firm went through a large expansion in 1987, after opening its broadcast brokerage firm in late 1985. It opened offices in New York, Philadelphia and Hamburg, West Germany. CEA chairman, Rick Michaels, said that "while 1987's activity was less than the previous year, largely due to the tax climate, it was the second best year in the history of the company." Michaels has set a goal of $2 billion for the company in 1988.

Brokers Art Hogan and Jack Feldman own one of the oldest brokerage firms, Hogan-Feldmann Inc., based in Encino, Calif. They reported $36 million in sales of three TV's and six radio stations for 1987, and felt that 1988 would be a strong year for transactions. "There were a lot of deals that were not 'found' in 1987," said Feldmann. "Buyers are not buying so much on futures now; they are looking at 1988 cash flows." Hogan, who runs the firm's brokerage (Feldmann runs its broadcast group, Palomar Broadcasters), said, "Banks want earnings in place, and it's already having an effect with lower prices and softer terms." While both cautioned against overstatement, they believe the industry is moving from a sellers' to a buyers' market.

That feeling was echoed by Bob Mahlman,

It's a deal. Principals in the largest FM sale of 1987, the $34-million sale of WJOY(FM) Fort Lauderdale, Fla., shook hands last week on the transaction at the Washington offices of Dow Lohnes & Albertson. Pictured (l-r) are Kevin Reed, senior partner, DLA; Sharad K. Tak, Tak Communications, buyer of the station; Scott MacDougal, First Chicago Bank; Edwin Tornberg, broker for the sale; Joe Amaturo, seller, and Besty Cameron, general counsel for the seller.

of the Mahlman Co., based in Bronxville, N.Y. Mahlman said that the consensus of the broadcasters he spoke with was that 1988 would be a year with more seller financing than ever before. The reason: a lack of mezzanine money and a tendency for banks to get tougher with their lending patterns. "The banks are very down on start-up stations and are unwilling to lend to inexperienced broadcasters," said Mahlman. "It's going to be a tough year for selling turn-arounds," he added. Mahlman said that he had noticed an increased demand for stations in the Northeast and the Midwest ("where the farm economy has been recovering"). He also said that stations in the oil cities of the Southwest were still languishing. Mahlman said 1987 had been a good year for his firm with about $55 million in sales.

Washington-based Americom sold over $90 million in radio properties, down from last year's $112 million. Headed by brothers Tom and Dan Gammon, Dan had strong opinions about the prospects for 1987. "We see a split in the year between pre- and post-October, that is both psychological and real," said Gammon, "The marketplace is striving for equilibrium." Gammon said that the real effects of the crash can be seen with senior lenders and mezzanine financing institutions that have gotten more cautious. "Senior lenders have been pulling way back," said Gammon. "Formerly they were willing to lend six-and-a-half, or as much as seven times future cash flow; now they will only lend five-and-a-half times *trailing* cash flow. Mezzanine money is also drying up; instead of a 17% return on their investments, they are now looking for 22% return." Consequently, "while there are plenty of buyers out there, they have to meet more stringent requirements and sellers will be getting more for their stations," said Gammon. One thing to look for in 1988 would be a lot of deals coming back for refinancing or spin-offs, said Gammon. A new Americom associate, David Burrill, formerly Western sales manager for Arbitron, predicted many sales made on the West Coast last year would be coming apart.

Hogan

Feldmann

Ron Ninowski of the Washington-based brokerage, Gammon & Ninowski Media Investments Inc., also felt that some of the sales done in 1986 and 1987 would come back on the market in 1988. "A lot of people who were forced to close before the end of 1986 were surprised with skeletons in the closet," said Ninowski, "because of a lack of due diligence before they bought."

By Scott Fitzpatrick

On Radio

Radio readies to celebrate 'America's Music'

Over 1,000 expected to attend annual Country Radio Seminar in Nashville

Station managers and program directors representing country radio, the nation's most-programed format—2,431 commercial stations according to BROADCASTING's format database—will assemble at Nashville's Opryland hotel this Wednesday afternoon (Feb. 10) for the start of the three-day Country Radio Seminar, sponsored by Country Radio Broadcasters. Joining them will be recording industry executives from Nashville as well as country music artists Kenny Rogers and Charlie Daniels for what is expected to be a record attendance of 1,000 participants, and one of the more comprehensive CRS meetings to date. (The first CRS took place in 1970 with 43 paid registrants.)

There will be 15 panel discussions covering programing, production, sales and management, and three long-form "mini-seminars," one of which will center on the country music industry. That three-hour session, which will be led by Dr. Geoff Hall of Middle Tennessee State University on Saturday morning at 9 a.m., is described by CRB as "an in-depth analysis of the process by which country music is created, published, licensed, recorded, performed and marketed."

For the fifth consecutive year, the Country Music Association will sponsor Music Industry Professional Seminars (MIPS). On the agenda for this week are two such workshops: "Radio Wars: The Battle For Exclusive Contract Rights," and "Retail Promotions With Radio That Work"—the latter primarily focusing on record stores.

Aside from Rogers and Daniels, who will deliver the opening and closing speeches, respectively, other major speakers scheduled to appear include Bill Stakelin, Radio Advertising Bureau president and chief executive officer; David Parnigoni, National Association of Broadcasters senior vice president for radio, and Dr. Lynn Weiss, author/psychotherapist and KLIF(AM) Dallas talk show host. Additionally, Rhody Bosley, Arbitron Ratings' vice president of radio sales and marketing, is slated to unveil the highlights of a new CMA-commissioned Arbitron study on country listenership ("Closed Circuit," Feb. 1). There will also be a CRS exhibit hall that will house close to 30 exhibitors.

Agenda chairman for the 1988 Country Radio Seminar is Erica Farber, executive vice president/radio development for Interep. According to Farber, attendees will have an opportunity to attend a Hank Williams Jr. concert at the Roy Acuff Theater in Nashville on Friday evening at 7 p.m.

The CRS will end with its usual Saturday evening banquet/New Faces Show, which will feature 10 new country acts. On the schedule are: Foster & Lloyd, Nancy Griffith, Patty Loveless, David Lynn Jones, Tim Malchak, New Grass Revival, K.T. Oslin, Ride the River, SKB and Ricky Van Shelton.

This year's theme—the first that the CRS has adopted—is "Country—America's Music." Serving as president of Country Radio Broadcasters is Mike Oatman, chief executive officer of Great Empire Broadcasting, Wichita, Kan. □

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'Murder, She Wrote' to appear on cable

USA Network buys network prime time series for over $30 million

The USA Network acquired *Murder, She Wrote* last week, in the largest programing outlay in the eight-year-old cable network's history. Sources estimated the purchase of the 111 episodes of the series for an exclusive six-year window at more than $30 million.

The purchase by USA, owned by MCA and Paramount, which followed the December buy of *Miami Vice*, had been rumored for some time.

USA Network President and Chief Executive Officer Kay Koplovitz said the acquisition of a network series ranked in the top 10 is a first for a cable network. She said the purchase of the program would probably prevent the cable channel from acquiring more off-network hours for its schedule next fall because it will require "an increase in the basic cable channel's revenue streams." Also, USA will have to step up its marketing plans. Indeed, David Kenin, senior vice president of programing, said that USA would not be a player for *St. Elsewhere*.

Angela Lansbury, 'Murder, She Wrote'

Koplovitz said she anticipates cable operators "will be very supportive" of the buy. *Murder, She Wrote* will be scheduled in prime time. She added that if the series does a four rating in its first month on the air, USA will deem it a success.

MCA-TV called the sale to the cable network a "pre-syndication" window. MCA-TV Group Chairman Al Rush said the cable sale is part of MCA-TV's philosophy of giving its softwear many windows on a variety of channels.

Like *Miami Vice* and *Cagney and Lacey* (sold by Orion to Lifetime), *Murder, She Wrote* was having difficulty getting off the ground in the syndication marketplace, now a familiar story for hours in syndication.

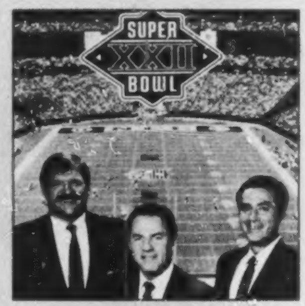
Murder, She Wrote appeals primarily to older audiences, making it difficult for affiliates to schedule in early fringe as their news lead-in (the time period when off-network hours are often scheduled on those stations). In fact, *Murder, She Wrote* is the oldest skewing series on the three networks currently, with 35% of its audience consisting of women 50 and older and 22.4% of its audience consisting of men 50 and older. ☐

'Average' Super Bowl still helps ABC to weekly win

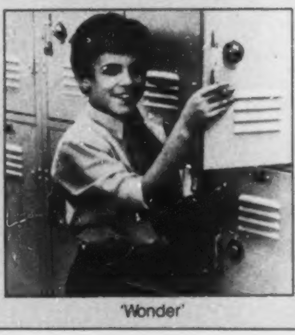
Broadcast places 10th in household delivery for Super Bowls, tenth in all-time audience delivery

By Super Bowl standards, the ratings for ABC's second telecast of the event, on Jan. 31, fell in the middle of the pack. Nielsen reported an average 41.9 rating and a 62 share for Super Bowl XXII, placing it 10th among Super Bowls in household delivery. The program ranked fifth on the all-time audience delivery list with 110 million viewers.

But the game did help third-place ABC capture its second weekly win of the season in the prime time household race, putting it within two-tenths of a rating point of second place CBS. For the week ending Jan. 31, ABC averaged an 18.2/29, followed by NBC, 15.1/24, and CBS, 12.1/20. For the first 19 weeks of the season, the standings



Superbowl



'Wonder'

Nielsen	Net	Show		AGB
1.	41.9/62	A Super Bowl XXII, full game	1.	37.6/57
2.	35.4/60	A Super Bowl XXII, Kickoff II		
3.	28.3/44	N Cosby Show	3.	30.0/44
4.	25.7/41	A Super Bowl XXII, postgame	7	22.5/35
5.	24.5/38	N Different World	4.	28.5/42
6.	24.0/34	A Growing Pains	8.	22.0/32
7.	23.7/39	N Golden Girls	5.	24.7/39
8.	22.9/35	N Cheers	6.	24.4/36
9.	22.8/33	A Who's the Boss?	10.	20.9/31
10.	22.0/34	N Night Court	9.	20.9/32
11.	21.0/34	N NBC Tuesday Movie	11.	20.2/33
12.	18.5/27	N Matlock	13.	19.8/29
13.	18.3/31	N Amen	12.	20.1/32
14.	17.9/31	A Wonder Years	21.	15.9/27
15.	17.9/28	A Head of the Class	20	16.0/25
16.	17.8/34	A American Music Awards	28	14.5/22
17.	17.3/25	N ALF	16	17.7/25
18.	17.1/27	A Perfect Strangers	22.	15.8/25
19.	16.9/25	A Moonlighting	24.	15.0/22
20.	16.9/29	N L.A. Law	18.	16.1/27
21.	16.6/27	N 227	14.	18.7/30
22.	16.4/28	C Knots Landing	19.	16.0/27
23.	24.7/25	N NBC Friday Movie	25.	14.9/24
24.	14.4/26	A Dynasty	41.	12.7/22
25.	14.4/24	N Facts of Life	17.	16.5/28
26.	14.2/20	C Murder, She Wrote	26.	14.9/21
27.	14.2/23	C Magnum, P.I.	31.	14.2/22
28.	14.2/22	N Highway to Heaven	15.	17.9/28
29.	13.9/25	A 20/20	27.	14.6/25
30.	13.9/22	A Thirtysomething	48.	11.9/20
31.	13.7/22	C CBS Sunday Movie	34.	13.6/21
32.	13.7/21	N Cheers	6.	24.4/36
33.	13.5/20	N Valerie's Family	36.	13.5/19
34.	13.5/24	N Miami Vice	46.	12.1/21
35.	13.4/21	A Hooperman	40.	13.0/20
36.	13.4/24	C Equalizer	32.	14.1/25
37.	13.3/19	C Newhart	35.	13.6/20
38.	13.2/25	A Spenser: For Hire	54.	10.7/19
39.	13.2/20	C Designing Women	30.	14.4/21
40.	12.9/19	C Jake and the Fatman	37.	13.3/20
41.	12.8/20	C Simon and Simon	43.	12.6/19
42.	12.4/21	C Hallmark Hall of Fame	29.	14.5/24
43.	12.4/20	C Cagney and Lacey	47.	12.0/20
44.	11.8/17	N Family Ties	44.	12.4/18
45.	11.7/20	C High Mountain Rangers	60.	9.8/16
46.	11.6/18	N NBC Sunday Movie	38.	13.2/21
47.	11.5/19	A Mr. Belvedere	39.	13.1/21
48.	11.3/19	C Snoopy: The Musical	45.	12.4/20
49.	11.3/17	C 60 Minutes	33.	13.7/20
50.	11.0/18	A Dolly	56.	10.6/17
51.	11.0/18	A Slap Maxwell Story	55.	10.6/17
52.	11.0/16	C 48 Hours	49.	11.8/17
53.	10.9/19	A Full House	50.	11.6/19
54.	10.9/17	C Tour of Duty	51.	11.4/17
55.	10.8/15	N My Two Dads	52.	11.2/16
56.	10.7/20	N J.J. Starbuck	42.	12.7/22
57.	10.1/16	N Beverly Hills Buntz	53.	11.0/17
58.	10.0/18	C Wiseguy	59.	10.0/19
59.	9.6/15	A ABC Thursday Movie	63.	9.4/15
60.	9.6/18	C West 57th	57.	10.2/18
61.	9.3/16	A Ohara	65.	8.8/14
62.	9.3/17	N St. Elsewhere	58.	10.1/18
63.	8.8/15	A Thorns	62.	9.4/15
64.	8.7/15	C Houston Knights	67.	7.4/12
65.	8.1/14	A Sledge Hammer!	64.	8.8/14
66.	8.1/13	C Law and Harry McGraw	61.	9.5/15
67.	7.3/11	N Our House	66.	8.0/12
68.	7.1/11	A Charmings	68.	6.8/10
69.	5.9/10	N On the Edge	69.	6.5/11

(BPED850429MF) to make changes TL: 5.8 mi. N-NE of Dixons Mills & 0.1 mi. NW of Shilon, AL; change ERP: 62K m. H&V; change HAAT: 187 m. H&V 32 07 44.7N 87 44 15.5W

- Eufaula, AL, WULA-FM, 92.7 mhz—880121-Application (BPH870330IB) granted for CP to make changes: TL: Browden Road, Eufaula, AL; change HAAT: 328 ft. H&V; 31 54 30N 85 09 51W

- College Park, MD, WMUC-FM, 88.1 mhz—880121-Application (BPED860310MH) dismissed for CP to change freq: 87.9 mhz (Chan. 200) Request nunc pro tunc.

- Liberty, MO, KLTY, 106.5 mhz—880122-Application (BMPH870107IA) dismissed for Mod of CP (BPH810417AC, as mod) to change TL: Wallace Ave, S of 27th St, Kansas City, MO 39 04 23N 94 29 06W

- Los Alamos, NM, KBOM, 107.1 mhz—880122-Application (BMPH861209IF) granted for Mod of CP to change HAAT: -5 m. H&V.

- Bowling Green, OH, WBGU, 88.1 mhz—880121-Application (BPED870220IH) granted for CP to make changes: TL: Thurstin Ave at E Court, Bowling Green Univ. Administration Bldg., Bowling Green, OH; change ERP: 0.454 kw H&V; change HAAT: 54.3 m. H&V 41 22 33N 83 38 34W

- Aiken, SC, WRXR-FM, 95.9 mhz—880121-Application (BPH870731IX) granted for CP to make changes: freq: 96.3 mhz (Per Docket #85-254); change TL: 6 mi. SW of Trenton, SC; change ERP: 25.2 kw H&V; change HAAT: 213 m. H&V; change to Class C2 33 41 08N 81 55 33W

- Ogden, UT, KJQN-FM, 95.5 mhz—880122-Application (BPH831291AS) granted for CP to make changes: change TL: 3.67 mi. at 353 True from Promontory Point Unincorporated Box Elder, UT; change ERP: 75 kw H&V; change HAAT:-2292' H&V; 41 15 27N 112 26 24W Amended 6-29-84/Engr data

- Northfield, VT, WNUB-FM, 93.9 mhz—880127-Application (BPED870330NF) granted for Cp to make changes: change ERP: 0.285 kw H&V; change HAAT: -118.2 m. H&V; change freq: 88.3 mhz; mutually exclusive with other stations of renewal of license.

TV's

- Marianna, FL, WJOE, ch. 51—880125-Application (BMPCT870331KO) dismissed for Mod of CP to change ERP vis.: 12 kw; AUR: 1.2 kw; HAAT: 367' (112 m.); ANT: Bogner B8UA (DA); TL: 5 km W of Marianna, Jackson, FL 30 46 48N 85 16 44W *Amended 10-30-87 to change ERP vis.: 17.78 kw; HAAT: 86 m.; ANT: Scala Electronic SL-8; TL: on Florida State Hwy 73, 3.7 mi. N of the intersec. of US Hwy 90. 30 48 48N 85 18 33W

- Washington, DC, WFTY, ch. 50—880127-Application (BMPCT871109KG) granted for Mod of CP to change ERP vis.: 2438 kw; HAAT: 247 METERS; ANT: Dielectric/25G.

Actions

FCC Actions

- Legal Activities—Responding to FCC's request for clarification of United States Court of Appeals for District of Columbia Circuit's, Dec. 11, 1987, decision, court clarified that decision by stating that it had invalidated only FCC's interim "must carry" rules. "Must carry" rules required cable systems to carry certain broadcast signals and became effective June 10, 1987. (Century Communications Corporation, et al., v. FCC, Case No. 86-1683)

- FCC affirms assignment of WNIK(AM) and WNIK-FM Arecibo, PR, to Kelly Broadcasting (Report MM-290, Mass Media Action)—Affirmed Mass Media Bureau's action granting assignment of licenses of WNIK-AM-FM from Hato Abajo Development Corp., to Kelly Broadcasting System Corp. Action by the Commission January 27 by Order (FCC 88-28.)

- Commission conditions consent to assignment of license of WPDZ(FM) at Cheraw, SC. (Report MM-291, Mass Media Action)—Consented to assignment of license of WPDZ(FM) Cheraw, SC, from Cheraw Broadcasting Co., Inc., to Atlantic Broadcasting Co., Inc., provided Atlantic divests its interest in WJMX-FM Florence, SC, within 12 months. Action by the Commission January 29 by Letter (FCC 88-34.)

Review Board Actions

- Novato, CA—Denied petition for reconsideration and motion for stay by Marin TV Services Partners, Ltd. of ALJ decision awarding it a 10 percent ownership/management integration credit in the proceeding for a TV station at Novato. (MM Docket 85-328 by MO&O [FCC 87R-70] adopted December 21 by the Review Board.)

Staff Actions

- Boston, MA—Granted request by Southern Center for International Studies and WGBH Educational Foundation, licensee of WGBX-TV at Boston, for a declaratory ruling that WGBX-TV's proposed broadcast of "The Fifth Annual Report of the Secretaries of State" on January 26 is exempt from equal opportunities as "on-the-spot coverage of a bona fide news event." (By Staff Ruling [DA 88-54] adopted January 22 by the Chief, Fairness/Political Programming Branch, Mass Media Bureau.)

- Eldon, MO—Denied Columbia FM, Inc. reconsideration of action allotting FM Channel 270A (101.9 Mhz) to Eldon. Columbia FM asked for a stay until its petition for reconsideration of the dismissal of its request for allocation of Channel 270C2 to Columbia, MO, is acted upon. (MM Docket 85-260 by MO&O [DA 88-63] adopted January 11 by the Chief, Policy and Rules Division, Mass Media Bureau.)

- Lawrenceville, VA—Designated for hearing applications of William Carlton Link and Thurman Louis Hardgrove, Sr. for an FM station on Channel 255A (98.9 MHz) at Lawrenceville. (MM Docket 88-5 by Order [DA 88-59] adopted January 14 by the Chief, Audio Services Division, Mass Media Bureau.)

- Sturtevant, WI—Designated for hearing applications of Sheboygan County Broadcasting Co., Inc., Mar-Kap Broadcasting and R.A.D. Broadcasting Corp. for an FM station on Channel 284A (104.7 MHz) at Sturtevant. (MM Docket 88-6 by Order [DA 88-58] adopted January 14 by the Chief, Audio Services Division.)

- Tomah, WI—Designated for hearing applications of General Broadcasting Corp., Greater Tomah Area Broadcasting Co., Jamie Lee Westpfahl, Midwest Broadcast Associates, Ltd., and Lancer Broadcasting Co. for an FM station on Channel 233A (94.5 MHz) at Tomah. (MM Docket 88-7 by Order [DA 88-61] adopted January 14 by the Chief, Audio Services Division.)

ALJ Action

- Rapid City, SD—Granted application of Tom-Tom Communications for an FM station on Channel 282C (104.3 MHz) at Rapid City. (MM Docket 87-420 by Summary Decision [FCC 88D-2] issued January 26 by ALJ Walter C. Miller.)

Summary of broadcasting
as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Call Letters

Applications

Call	*Sought by*
New FM's	
KSDJ	Caney Mountain Communications, Gainesville, MO
KOPE	Medford Judeo-Christian Outreach, Inc., Medford, OR
New TV	
KJRR	Red River Broadcast Corp., Jamestown, ND
Existing AM's	
WNIV	WKLS Genesis I Communications, Inc., Atlanta, GA
KFXE	KADE Lake Bcg, Inc., Camdenton, MO
WBXT	WTOF Midwest General Telecommunications, Inc., Canton, OH
WNOZ	WUNA Nos, Inc., Aguadilla, PR
Existing FM	
WNTX	WXJY Quality Bcg, Inc., Nantucket, MA

Grants

Call	*Sought by*
New FM's	
WAAI	Apex Associates, Inc., Hurlock, MD
WZOO-FM	John Anthony Bulmer, Edgewood, OH
WYND-FM	Richard J. Hayes & Associates, Inc., Spotsylvania, VA
New TV	
KWHD	Le Sea Bcg Corp., Castle Rock, CO (TV)
Existing AM's	
WLRQ	WEZY EZY Comm. Inc., Cocoa, FL
KRRV	KDBS KDBS, Inc., Alexandria, LA
KCLD	KNSI Leighton Enterprises, Inc., St Cloud, MN
WFRG	WKAL Target Communications of Utica/Rome, Inc., Rome, NY
WJLT	WKZN Elting Enterprises, Inc., Crozet, VA
Existing FM's	
KRCK	KCHV Coachella Valley Bcg Co., Coachella, CA
KCLM	KFMP Prunedale Educational Assn., Prunedale, CA
KHIT-FM	KKCY City Bcg Corp., San Francisco, CA
KJTH	KHIA Hiawatha Educational Bcg Foundation, Hiawatha, KS
KRRV-FM	KRRV KDBS Inc., Alexandria, LA
KCLD-FM	KCLD Leighton Enterprises, Inc., St Cloud, MN
WFRG-FM	WKAL-FM Target Communications of Utica/Rome, Inc., Rome; NY
WRHP	WRRB Roy H. Park Bcg of Syracuse, N.Y.
WYYS	WZLD Universal Communications Corp., Cayce, SC
WMWG	WDAR-FM Meg Associates Ltd. Partnership, Darlington, SC
WJLT-FM	WJLT Elting Enterprises, Inc., Crozet, VA
KBSG	KNBQ KNBQ, Inc., Tacoma, WA
New TV's	
KADY-TV	KTIE PZ Entertainment Partnership, L.P., Oxnard, CA

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Vol. 114 No. 7

Broadcasting Feb 15

ABC's Olympic losses could reach $50 million...page 59.

Two more get superstation status...page 60.

Murdoch has his day in court...page 63.

GOING FOR GOLD □ Winter and summer '88 Olympics should boost broadcasters' revenues this year. However, ABC, which began carriage of winter games on Feb. 13, may not recover its rights and production costs. Picture is brighter for NBC's carriage of summer games. **PAGE 59.**

COAST TO COAST □ Superstation universe will increase to 20 stations, as Eastern Microwave puts WSBK-TV Boston and KTLA(TV) Los Angeles on Satcom I-R. **PAGE 60.**

SYNDICATION'S ROYALTY □ Due in large measure to *Wheel of Fortune, Jeopardy* and *The Oprah Winfrey Show*, King World's coffers continue to grow. In this "At Large" interview with BROADCASTING, Roger and Michael King discuss today's tough television syndication marketplace and plans for future. **PAGE 67.**

SILVER ANNIVERSARY □ NATPE international program conference begins next week in Houston, with more than 7,500 expected to attend. Agenda and exhibitor listings begin on **PAGE 80.**

CABLE WINDOW □ National Cable Month organizers have 56-hour cable programing preview ready for April, urging viewers to "discover our difference." **PAGE 116.**

SEX ON TV □ Planned Parenthood says there were some 65,000 episodes of sexual behavior or references to it during prime time programing on ABC, CBS and NBC during 1987-88 season, with scant reference to contraception or sexual education. **PAGE 121.**

LITTLE PITCHERS □ Arkansas AM sees future in its three-year-old "Children's Radio" format and eyes growth through possible syndication. **PAGE 125.**

SKYWAY PATROL □ Denver TV station helicopter pilot becomes part of story, helping stop getaway car of murder suspect. **PAGE 137.**

AMENDING OBSCENITY LAWS □ Legislation introduced on Capitol Hill would, among other things, amend obscenity laws to "make it clear that obscene programing is illegal on cable or subscription services." **PAGE 141.**

COMMUNITY CABLE □ James Robbins, president of Cox Cable, is a veteran of service in the trenches in local cable system management and in service to the community. **PAGE 159.**

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leans. Information: (312) 296-0200.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

■ **April 23**—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

April 28-30—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

April 26-May 3—24th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

May

May 1—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

May 1—Deadline for entries in *Prix Jeunesse Internatonal* for "children's or youth program which most convincingly demonstrates how children anywhere in the world can be helped to lead a decent life and fully develop their potentials." Information: 59-00-20-58.

■ **May 1**—Presentation of Genii Awards, sponsored by *American Women in Radio and Television, Southern California chapter.* Beverly Wilshire, Los Angeles.

■ **May 1-4**—Advertising financial management conference, sponsored by *Association of National Advertisers*. Pointe at South Mountain, Phoenix. Information: (212) 697-5950.

May 1-8—International Public Television Screening Conference, Input '88, sponsored by *Philadelphia Input '88 Alliance*. Philadelphia. Information: (215) 351-1200.

May 10—*International Radio and Television Society* Second Tuesday seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 10-13—Communications '88, supported by *International Telecommunications Union* and *European Economic Community*. National Exhibition Center, Birmingham, England. Information: (301) 657-3090.

May 11—"Starring In Your Own Show: Owning and Operating a Broadcast Station," session sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington. Information: (202) 659-3494.

May 11-18—28th Golden Rose of Montreux, festival for light-entertainment television programs. Maison des Congres, Montreux, Switzerland. Information: (212) 223-0044.

May 17—*International Radio and Television Society* Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

May 18-19—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

May 18-21—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

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even addressable, but by using positive trap technology, cable viewers without addressable boxes will have access to the event. WWF also has planned PPV events for August, Thanskgiving night 1988, the non-NFL football Sunday in January 1989 (the week between the conference championship games and the Super Bowl, which WWF utilized this year o[illegible] USA), and *Wrestlmania V*, sch[illegible] for March 19, 1989. The PPV e[illegible]ticularly help WWF because in addition to getting wrestling before a new generation of viewers, it spurs interest in watching the federation's syndication programing packages.

The success WWF has had in PPV is causing others to follow. Turner Home Entertainment announced two weeks ago that it will offer two wrestling PPV events in 1988 through Jim Crockett Productions. Crockett has supplied TBS with the wrestling programing the superstation has been running on Saturday from 11 to noon and from 6 to 8 p.m., and Sunday from 5:30 to 6:30 p.m. The Saturday evening show's ratings were up 4% in household reach in fourth quarter 1987 from fourth quarter 1986. And the increase has come from the women, 18-49 demographic, which has jumped 5%. In the fourth quarter, the Saturday evening show averaged a 2.9 rating/5.5 share, or 1,231,000 households.

TBS plans to expand its wrestling programing, as last week it agreed to a deal in which Crockett will produce a wrestling extravaganza each quarter. The first is scheduled for March 27, from 4 to 6:30 p.m., coinciding with WWF's *Wrestlmania IV*. The special will be done live at an arena. The weekly TBS shows are produced in a studio, but the Sunday version of the show will be produced live at an arena beginning in April.

Robert Levi, vice president and general manager of WTBS(TV) Atlanta, said wrestling "continues to be a mainstay" for the service. It creates "audience spikes" in viewing in which TBS can promote other programing while it has an increased captive audience. Levi also said wrestling was "very profitable." Crockett's deal with TBS runs through 1994.

ESPN, the other cable service that carries a significant amount of wrestling, has a one-hour show at midnight on Saturday. In 1987, the 63 shows (some are seen in other time periods) of the American Wrestling Association averaged a 1.5 rating. ESPN's 90-minute World Class Association bouts scored a 1.3 in 28 original airings. It is seen at various times throughout the schedule. The shows are produced by Minnesota Boxing & Wrestling and Southwest Sports Inc., respectively. ☐

NBC premieres 'Day by Day'

New comedy introduced in midseason; further prime time changes expected; Spelling to produce 'Nightingales'

NBC, hoping for maximum audience sampling for the program, will launch a new midseason comedy later this month by airing the first three episodes in one week's time. Each episode of the new program, *Day by Day*, will air after one of NBC's established comedies, starting with the premiere, which will be shown Monday, Feb. 29, at 8:30 p.m. following *ALF*.

Day by Day, from Gary David Goldberg's UBU Productions in association with Paramount, stars Linda Kelsey (of *Lou Grant*) and Doug Sheehan (*Knots Landing*) as a professional couple who quit their jobs to open a daycare center. Three nights after its debut Feb. 29, the program's second episode will air March 3 at 8:30 p.m., following *The Cosby Show*. Episode three will be three nights after that, on Sunday, March 6, also at 8:30 p.m., following *Family Ties*, where the new show will air regularly. NBC said *My Two Dads*, currently airing on Sundays at 8:30 p.m., will become a "designated hitter" (airing once every four or five weeks) on the network's spring schedule.

The network is expected to announce further midseason changes in its prime time schedule. Those changes will follow recent announcements from both CBS and ABC of major midseason changes (BROADCASTING, Feb. 8).

NBC also confirmed recent reports that it has commissioned a new prime time serial from Aaron Spelling Productions called *Nightingales*, about five student nurses living in Los Angeles. The program, NBC said, is expected to be ready for next fall. Spelling is also developing an updated *Charlie's Angels* series (which ran on ABC in the late 1970's) for Fox Broadcasting Co., called *Angels '88*.

Several comedy pilots in the works for next season at NBC include a third project from Goldberg, as yet untitled, about a divorced woman and her daughter struggling to make it in New York. Another will be based on, and from the creators of, the film "Baby Boom." Also in the works is a *Golden Girls* spin-off, *Empty Nest*, starring Richard Mulligan as a widowed doctor in Miami. Another comedy in development is from the creators of the film, "My Life as a Dog," about a group of children growing up in the 1980's. ☐

NBC-TV takes week 20 ABC-TV moves into second place

Nielsen		Net	Show	AGB	
1	32.3/47	N	Cosby Show	1	32.2/48
2	27.8/41	N	Different World	2	28.2/42
3	24.9/37	N	Cheers	4	24.2/36
4	24.6/39	N	Golden Girls	3	25.6/40
5	23.9/35	A	ABC Sunday Movie	7	21.7/32
6	22.5/33	A	Growing Pains	8	21.7/31
7	22.3/32	A	Who's the Boss?	6	22.1/32
8	21.5/31	C	Murder, She Wrote	5	22.9/32
9	21.4/32	A	Moonlighting	9	21.3/32
10	21.3/33	C	60 Minutes	10	21./32
11	21.3/37	N	Bloopers & Practical Jokes	11	20.8/35
12	20.7/34	N	Amen	12	20.4/33
13	19.3/31	N	David Letterman Special	21	17.3/27
14	19./28	C	CBS Sunday Movie	17	18.3/27
15	18.6/30	C	Dallas	14	19.9/30
16	18.4/27	N	Matlock	13	19.9/29
17	18./26	N	ALF	16	18.6/27
18	17.5/28	A	Head of the Class	27	16.3/24
19	17.3/28	N	227	15	19.1/30
20	17.1/27	A	Perfect Strangers	28	16./24
21	16.6/24	N	Family Ties	25	16.6/24
22	16.5/27	C	Knots Landing	26	16.5/26
23	16.5/27	N	Facts of Life	23	16.8/27
24	16.4/23	A	Hooperman	36	14.7/22
25	16.3/25	C	Designing Women	20	17.8/27
26	16./24	N	Valerie's Family	22	17.1/24
27	15.6/23	C	Newhart	18	18.1/26
28	15.5/24	N	Highway to Heaven	19	17.8/27
29	15.5/23	N	NBC Sunday Movie	40	14.1/21
30	15.3/26	A	Thirtysomething	41	13.9/24
31	15.2/25	N	WWF Special: Main Event	35	15.1/23
32	15./22	N	Hunter	31	15.8/24
33	14.9/24	A	ABC Monday Movie	37	14.7/23
34	14.9/24	A	Dynasty	55	12.6/21
35	14.8/26	N	Unsolved Mysteries	34	15.1/24
36	14.7/25	C	Falcon Crest	29	15.9/25
37	14.7/21	N	My Two Dads	46	13.4/19
38	14.6/24	C	Smothers Brothers	24	16.8/28
39	14.1/23	N	Miami Vice	38	14.4/22
40	13.9/23	C	Beauty and the Beast	32	15.8/24
41	13.8/21	A	Slap Maxwell Story	59	12.3/19
42	13.7/20	C	Kate and Allie	30	15.9/23
43	13.7/23	N	Crime Story	50	12.8/22
44	13.6/20	A	Disney Sunday Movie	48	13.2/19
45	13.6/23	C	Cagney and Lacey	33	15.1/26
46	13.5/22	N	NBC Monday Movie	45	13.5/21
47	13.4/22	N	St. Elsewhere	56	12.4/21
48	12.9/19	A	MacGyver	52	12.7/18
49	12.9/20	A	ABC Thursday Movie	57	12.3/19
50	12.7/20	C	Kate and Allie	30	15.9/23
51	12.6/20	A	Mr. Belvedere	43	13.6/20
52	12.5/21	A	Full House	53	12.7/20
53	12.3/19	N	Year in the Life	49	13./20
54	12.2/19	C	Frank's Place (Wed.)	47	13.2/20
55	11.9/18	C	Simon and Simon	62	11.9/18
56	11.8/18	C	Jake and the Fatman	54	12.6/19
57	11.7/19	C	High Mountain Rangers	58	12.3/19
58	11.5/19	A	Dolly	44	13.6/21
59	11.4/20	A	20/20	51	12.7/20
60	11.4/17	C	Frank's Place (Mon.)	42	13.7/20
61	11.2/20	A	Spenser: For Hire	63	11.6/20
62	11.1/19	C	Wiseguy	61	12./20
63	11./17	N	Our House	60	12.1/18
64	10./16	C	Houston Knights	67	9.4/15
65	8.9/13	C	48 Hours	66	9.7/14
66	8.8/14	A	Ohara	65	9.7/16
67	8.6/14	A	Thorns	68	8.8/13
68	8.4/13	C	Law and Harry McGraw	64	10.4/16
69	8.3/13	A	Sledge Hammer!	70	8.5/13
70	7.7/11	C	Bugs Bunny's Valentine	69	8.8/13
71	7.6/13	C	West 57th	71	8./14
72	4.9/7	C	Lyndon LaRouche Special	72	6.4/9

437.5' H&V; 45 06 14N 89 43 05W.

- Waupun, WI, WGGQ, 99.3 mhz—880127-Application (BPH870326IF) granted for CP to make changes change ERP: 2.5 kw H&V; change HAAT: 109.9 m. H&V.

Actions

Commission Actions

- St. Louis, MO—Denied American Legal Foundation's complaint against KPNX Broadcasting Company, licensee of KSD(AM) St. Louis, asserting KPNX had violated Communications Act by entering into citizens' agreement with Greater St. Louis Black Media Coalition that restricted the licensee's programing and employment discretion. (By MO&O [FCC 88-18] adopted Jan. 14 by the Commission).

- Arecibo, PR—Upheld ruling denying Pablo and Carmen Phipps Llerandi's opposition to assignment of licenses of WNIK-AM-FM, Arecibo, from Hato Abajo Development Corp. to Kelly Broadcasting System Corp. (By Order [FCC 88-28] adopted Jan. 27 by the Commission).

- Cheraw, SC—Conditionally granted application for assignment of license of WPDZ(FM) Cheraw, from Cheraw Broadcasting Co. to Atlantic Broadcasting Co, Inc.; granted 12-month waiver of duopoly rules. (By Letter [FCC 88-24] adopted Jan. 29 by the Commission).

- FCC grants request by Vacationland to dismiss its application in Fort Walton Beach, FL FM Proceeding BC Dockets 81-855, et al (Report DC-1090, Action in Docket Case)—Commission has granted request by Vacationland Broadcasting Company, Inc., and dismissed with prejudice its application to change frequency of WFTW-FM Fort Walton Beach, FL, from Channel 257A (99.3 MHz) to Channel 243C (96.5 MHz). Action by the Commission, Jan. 29 by MO&O (FCC 88-40).

- FCC affirms Bureau's denial of fairness doctirne and personal attack complaints against WRKO(AM) and WBZ(AM) Boston (Report MM-292, Mass Media Action)—Commission upheld Mass Media Bureau's action denying Mark Brown's fairness doctrine and personal attack complaints against radio stations WRKO and WBZ, Boston, MA. Action by the Commission, Jan. 29 by Order (FCC 88-42).

- Commission affirms Bureau's action denying fairness doctrine complaint against KWCH-TV Hutchinson, KS (Report MM-293, Mass Media Action)—Commission affirmed decision by Mass Media Bureau which denied fairness doctrine complaint by Citizens for Humane Kansas against station KWCH-TV Hutchinson, KS. Action by the Commission Jan. 29, by Order (FCC 88-43).

Review Board Actions

- Newton, NJ—Review Board has upheld Initial Decision of presiding ALJ and conditionally granted application of Mountain Broadcasting Corporation for new television station on Channel 63 at Newton, NJ. (MM Docket 85-399 by Decision [FCC 88R-4] adopted Jan. 28 by the Review Board).

- Galveston, TX—Conditionally approved settlement agreement between Marr Broadcasting Company, Inc. and San Jacinto Broadcasting Corporation and referred proceeding to Mass Media Bureau for resolution. (MM Dockets 84-647-648 by MO&O [FCC 88R-3] adopted Jan. 22 by the Review Board)

- Rock Hill, SC—Granted the application of Koontz Communications for a new TV station at Rock Hill and denied competing applications of Susan S. Mulkey, Family 55 TV, Inc., Catawa Communications, Inc., Neisler Limited Partnership, and Metrolina Media, Inc. (MM Docket 85-236 by Decision [FCC 87R-72] adopted Dec. 22 by the Review Board).

Staff Actions

- Lists of authorized broadçast stations/pending broadcast applications—Commission amended its rules to update names and types of AM and FM lists which are available and how to get them. (By Order [DA 88-78] adopted Jan. 26 by the Chief, Mass Media Bureau).

- New Bedford, MA—Upheld action denying Metrovision, Inc. an extension of time to complete construction of WFDG(TV) at New Bedford. (By MO&O adopted February 2 by the Chief, Video Services Division, Mass Media Bureau).

ALJ Action

- Northampton, MA—Granted application of Cutter Broadcasting, Inc. for new FM station on Channel 292A (106.3 MHz) at Northampton, and denied competing application of Northampton Media Associates. (MM Docket 86-120 by Initial Decision [FCC 88D-3] issued Jan. 27 by ALJ Joseph Stirmer).

Summary of broadcasting
as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Allocations

Actions

- Glenwood Springs, CO—Substituted Channel 255C2 (98.9 MHz) for Channel 224A (92.7 MHz) and modified the license of KMTS-FM, Glenwood Springs, to specify the new channel. (MM Docket 87-174 [DA 88-92] Jan. 14).

- Jupiper and Melbourne, FL—Substituted Channel 296C2 (107.1 MHz) for Channel 296A at Melbourne; modified license of WVTI(FM), Melbourne, to specify operation on new channel; substituted Channel 258A (99.5 MHz) for Channel 296A at Jupiper; modified license of WKSY-FM, Jupiter, to specify operation on the new channel. (MM Docket 87-233 [DA 88-91] Jan. 6).

- Rock Harbor, FL—Dismissed as moot a request for reconsideration by David W. Freeman Sr., Elizabeth M. Freeman, Elizabeth C. Freeman and David W. Freeman, Jr., of an R&O amending the FM Table by substituting Channel 271C2 (102.1 MHz) for Channel 272A (102.3 MHz) at Rock Harbor, and modifying the license of WKLG(FM) to specify operation on the C2 channel. (MM Docket 85-372 by MO&O [DA 88-119] adopted Jan. 14 by the Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau).

- South Thomaston, ME—Dismissed petition of Kollen Dodge to allot Channel 248A (97.5 MHz) after petitioner withdrew interest in South Thomaston. (MM Docket 87-186 by R&O [DA 88-96] adopted Jan. 14 by the Chief, Allocations Branch).

- Blackduck, MN—Allocated Channel 252A (98.3 MHz) as its first local FM service; filing window March 29-April 28. (MM Docket 87-128 [DA 88-94] Jan. 14).

- Ozark, MO—Dismissed request by KGBX Communications, Inc. to amend the FM Table by allotting Channel 225A (92.9 MHz) to Ozark and terminated proceeding. (MM Docket 86-129 by MO&O [DA 88118] adopted Jan. 27 by the Chief, Allocations Branch).

- Oxford and New Albany, MS—Substituted Channel 294C2 (106.7 MHz) for Channel 296A (107.1 MHz) at New Albany; modified license of WTMX-FM, New Albany, to specify operation on the higher class channel. (MM Docket 87-58 [DA 88-93] Jan. 19).

- Taylorsville, MS—Substituted Channel 240C2 (95.9 MHz) for Channel 240A; modified license of WBBN(FM), Taylorsville, to specify operation on the new channel. (MM Docket 87-261 [DA 8895] Jan. 14).

Call Letters

Applications

Call	*Sought by*
New FM	
KCBI-FM	Criswell Center for Biblical Studies, Dallas, TX
Existing FM's	
KKLY	KLDR-FM Monument Broadcasters, Delta, CO
WLMI	WIFI Laurel Media, Inc., Kane, PA
KNON-FM	KCBI-FM Agape Broadcasting Foundation, Dallas, TX

Grants

Call	*Sought by*
Existing FM's	
WSYE	Barbara Kay Turner, Citronelle, AL
KRKQ	Michael Robert Birdsell, Chester, CA
WBPT	Central Florida Educational Network, Naples, FL
KSWK	Smoky Hills Public Television Corp., Lakin, KS
WAPJ	American Peakes, Ltd., Gulliver, MI
WOXD	Lafayette County Broadcasting Corp., Oxford, MS
KMAC	Caney Mountain, Gainesville, MO
WZJS	Smith Communications, a Ltd. Partnership, Banner Elk, NC
WAYC-FM	Cessna Communications, Inc., Bedford, PA
WRKP	Ronald W. King, Moundsville, WV
Existing AM's	
KUTE	KDSK Esther Matsuda Korn, Desert Hot Springs, CA
WRYT	WHRC Horizon Broadcasting Corp., Edwardsville, IL
WUFL	WUGM James Communications Corp., Sterling Heights, MI
WNAU	WKXC Radiosouth of Mississippi, New Albany, MS
KQZQ	KENU Starr Broadcasting Corp., Enumclaw, WA
Existing FM's	
KPOD-FM	KTGK Let's Talk Radio, Crescent City, CA
WDEC-FM	WADZ Americus Broadcasting Co., Americus, GA
WAPW	WARM-FM Susquehanna Radio Corp., Atlanta, GA
WYSY-FM	WAUR Midwest Broadcasting of Chicago, Inc., Aurora, IL
KNSR	KNJR Minnesota Public Radio, Collegeville, MN
KKSN-FM	KKLI Fort Vancouver Broadcasting Corp., Portland, OR
WWBR-FM	WRGZ Action Communications Enterprises, Inc, Harriman, TN
KKHQ	KXTO Capi Spanish Broadcasting, Inc., Odem, TX
Existing TV	
WHRC	WRYT Massachusetts Channel 46 Corp., Norwell, MA

Notes: Pursuant to request of Broadcast Associates, Inc., Las Vegas, NV, grant of the call sign for AM station KFMS to KRAM has been set aside. KFMS remains assigned.

The Fifth Estate

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Broadcasting Feb 22

Slow going for FCC...page 75.

Emmis buys five NBC stations for $121.5 million...page 76.

Taking stock of programing at NATPE '88...page 94.

THRILL OF VICTORY □ With winter Olympics half over, ABC takes second place in prime time household ratings competition; network officials predict season-to-date second place finish for that network over CBS. **PAGE 77.**

CHILDREN'S HOUR □ Lawmakers introduce bill limiting advertising volume in children's programs and requiring broadcasters to carry seven hours per week of "educational and informational" shows for children. **PAGE 79.**

NAYS HAVE IT □ CATA board, meeting during Texas Cable Show, decides to oppose TVRO bill. **PAGE 81.**

EYES OF TEXAS ON CABLE □ Technological advances, telco entry, overbuilding and congressional scrutiny are among issues tackled at Texas Cable Show in San Antonio. **PAGE 82.**

PROGRAMING'S THE THING □ Program suppliers evaluate their industry on eve of NATPE '88 in Houston. Sampling of first-run shows, look at cable-syndication connection, agenda and list of exhibitors begins on **PAGE 94.**

SOME LIKE IT HOT □ At Country Radio Seminar in Nashville, country music format is proclaimed "hot again." **PAGE 170.**

GENDER GAP □ RTNDA study finds that, on average, female radio and TV news directors earn less than their male counterparts. Much of difference is unrelated to sexual factors. **PAGE 178.**

MORE ON GINSBURG □ Justice Department finds little evidence that former Supreme Court nominee Douglas Ginsburg's involvement with Rogers Cablesystems violated conflict-of-interest laws. **PAGE 182.**

KEEPING IN TOUCH □ To NATPE International President Deborah McDermott, knowing community and working with it are keys to station's survival. **PAGE 207.**

PLACE IN HISTORY □ Douglas Edwards, CBS News anchor, correspondent and first anchor of regularly scheduled CBS TV newscast, is retiring April 1 after 45 years in Fifth Estate. **PAGE 208.**

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Open Mike

Skeptical

EDITOR: In your Feb. 8 issue, a continuing update re equal employment opportunity ("Where Things Stand") reported that EEO program reviews "will focus more on EEO efforts than numbers." That, unfortunately, is the American Way. A paper show of effort excuses the lack of results: real equal employment. We have enough paper, including the Constitution, with specific amendments and various civil rights laws. Paper, no. Results, yes. Such FCC rules should be strengthened, not rendered meaningless. *Rex Ragan, vice president, WW Broadcasting Co. Inc. (KUVR(AM)-KTTY-FM) Holdrege, Neb.*

On the bandwagon

EDITOR: It is a shame so few broadcasters take it upon themselves to contribute to the All-Industry Radio Music Licensing Committee, an organization that could save us, as individual broadcasters, thousands of dollars a year with a properly negotiated contract ("At Large," Feb. 1). Don Thurston and his committee have taken it upon themselves, using the meager resources available to them, to do an excellent job on our behalf.

I feel ashamed being a part of an industry that contributes such a small amount to such an important endeavor that affects our pocketbooks. As an industry, my brothers and sisters should be ashamed of their lack of support for such a worthy project. 1990 is not that far away and now is the time to start collecting to pay off prior debts, as well as start a war chest. My thanks to Don Thurston for a job well done.—*Walter C. Maxwell, president, WGHQ(AM)-WBPM(FM) Kingston, N.Y.*

Award winner

EDITOR: I enjoyed your article about Larry King in your Jan. 25 issue. However, Mr. King's quote stating that his show is the only talk show to receive a Peabody Award seems misleading to say the least.

In 1986, Connecticut Public Radio won the award for Faith Middleton's series, *One on One*, which was an integral part of her ongoing daily series, *Open Air*.—*John F. Berky, director of radio, Connecticut Public Radio, Hartford.*

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Birthday bash. Celebrating the taping of the 100th episode of CBS-TV's *Kate & Allie* with a party at New York's 21, were (l-r): Richard Beisberg, president of Reeves Entertainment Group; show's stars Susan St. James and Jane Curtin and Gene Jankowski, president of CBS/Broadcast Group. The 100th episode is scheduled to air Monday, May 2.

"too black," producers often find themselves wondering: "Will it be killed?"

Johnson said defining any program for television is difficult because "television distorts; it doesn't reflect real life anything." The medium is designed to do two things, he said: "To entertain and sell soap." Michlll partially disagreed. "Television is not there to entertain. Television is a sales vehicle. The show is not important."

Sutton agreed the medium distorts. He also suggested that it "annoints. It tells you who is important and makes them visible, and it says who isn't important and makes them invisible." With such power, he said, "television has to be held accountable."

None of the panel members were optimistic about a solution to the problem. Byron's reply: "I don't know." Said Smith of Essence: "The change isn't going to happen next Thursday." Johnson said only a handful of blacks own television stations in the U.S. and the likelihood of growth in the number of black station owners is "very limited."

Smith said some progressive advertisers are becoming aware of the importance of the black consumer to their markets. Proctor & Gamble, he said, did a recent study looking at who would be the major purchasers of P&G products in the years leading up to 2000. By that year, the study found, blacks and Hispanics may account for close to $8 billion of P&G's projected $18 billion in sales. "That's not minority business," said Smith. "That is serious business."

The bottom line, said Smith, is "the consumer does ultimately have the power" to affect programing decisions. ☐

Second time for Tom and Dick

CBS announced last week that it signed Tom and Dick Smothers to do six one-hour variety specials this season, beginning March 23. The specials will air Wednesday 8-9 p.m., the time slot previously occupied by *Magnum P.I.*, which had its last regularly scheduled broadcast on Feb. 16. *Magnum* will return for a two-hour special finale during the May sweeps.

The agreement for the six *Smothers Brothers Comedy Hour Specials* came two weeks after *The Smothers Brothers Comedy Hour 20th Reunion Show*, averaged a 14.3 rating and a 24 share against ABC's *Dynasty (14.9/24) and NBC's St. Elsewhere* (13.4/22).

In a prepared statement, CBS Entertainment President Kim Lemasters, suggested that if the specials do well this season, the Smothers Brothers will be back next season in a regularly scheduled program. Nineteen years ago, CBS canceled the hit series *The Smothers Brothers Comedy Hour* over a censorship dispute with the two brothers, who then moved briefly to ABC and syndication for short stints. ☐

Olympics push ABC into second place for week 21

(NBC wins with 16.2/25, ABC places with 14.9/23, CBS shows with 14.2/22)

Nielsen	☐	Net	☐ Show	☐	AGB
1.	30.1/45	N	Cosby Show	1.	30.9/46
2.	26.9/40	N	Different World	2.	27.9/41
3.	24.9/36	A	ABC Monday Movie	8.	22.5/33
4.	24.7/36	N	Cheers	5.	24.8/37
5.	24.4/40	N	Golden Girls	3.	25.6/41
6.	24./34	A	Growing Pains	4.	25.1/36
7.	23.9/36	N	Night Court	7.	23.2/35
8.	22.6/33	A	Who's the Boss?	6.	23.9/35
9.	20.5/33	N	L.A. Law	20.	17.1/28
10.	19.7/30	A	XV Winter Olympics (Sun.)	16.	18.4/28
11.	19.5/28	A	Moonlighting	14.	18.6/28
12.	19.5/29	C	Murder, She Wrote	9.	19.7/29
13.	19.4/29	C	CBS Sunday Movie	19.	17.2/26
14.	19.2/28	N	ALF	13.	19./29
15.	19.2/28	N	Matlock	10.	19.3/28
16.	19./30	C	60 Minutes	15.	18.5/30
17.	17.6/29	N	227	12.	19.1/31
18.	17.5/29	C	Dallas	11.	19.2/30
19.	17.3/27	C	CBS Tuesday Movie	24.	16.6/26
20.	17.2/27	C	Knots Landing	27.	15.5/25
21.	17.2/25	N	NBC Monday Movie	29.	15.1/22
22.	16.7/25	A	Head of the Class	18.	17.7/26
23.	16.6/30	N	J.J. Starbuck	25.	16.2/29
24.	16.4/26	A	Perfect Strangers	21.	16.9/25
25.	15.8/24	N	Highway to Heaven	22.	16.8/25
26.	15.3/23	N	Family Ties	26.	15.8/24
27.	15.2/26	N	Facts of Life	17.	18.1/30
28.	15./26	A	Dynasty	49.	12./21
29.	14.9/24	A	Thirtysomething	38.	13.7/23
30.	14.7/22	A	Growing Pains Special	33.	14.3/22
31.	14.5/22	A	Hooperman	28.	15.2/23
32.	14.5/21	C	Kate and Allie	36.	14./21
33.	14.3/22	N	NBC Sunday Movie	43.	12.5/19
34.	14.2/25	C	Falcon Crest	30.	15.1/25
35.	14.1/20	C	Designing Women	34.	14.3/21
36.	14./22	C	Magnum, P.I.	31.	14.6/22
37.	13.9/23	C	Beauty and the Beast	23.	16.8/26
38.	13.9/19	C	Newhart	32.	14.4/21
39.	13.7/23	N	St. Elsewhere	48.	12./21
40.	13.6/22	N	Miami Vice	42.	12.6/20
41.	13.4/19	N	My Two Dads	39.	13.6/20
42.	13.4/20	N	Hunter	35.	14.2/21
43.	13.3/20	C	Simon and Simon	41.	12.7/19
44.	12.9/22	A	1988 Vote: Iowa Caucus		13.4/23
45.	12.8/20	N	Year in the Life	54.	11.4/17
46.	12.5/19	C	Tour of Duty	56.	10.8/16
47.	12.5/20	N	Disney's Magic Kingdom	45.	12.3/19
48.	12.4/19	A	Slap Maxwell Story	50.	11.9/18
49.	12./21	N	Sonny Spoon Detective *	57.	10.4/17
50.	11.9/21	A	20/20	37.	13.8/23
51.	11.9/20	C	High Mountain Rangers	51.	11.7/19
52.	11.9/20	C	Equalizer	40.	13.5/23
53.	11.7/19	A	Full House	47.	12./19
54.	11.7/19	C	Wiseguy	55.	11.3/19
55.	11.3/18	A	Mr. Belvedere	46.	12.1/19
56.	11./16	C	Frank's Place	52.	11.7/17
57.	11./18	N	Crime Story	53	11.6/19
58.	10.1/17	C	Houston Knights	60.	9.2/15
59.	10.1/16	N	Our House	44.	12.4/20
60.	9.9/17	A	XV Winter Olympics (Sat.)	58.	10.2/17
61.	8.9/16	C	West 57th	59.	9.6/17
62.	8.7/13	C	Law and Harry McGraw	61.	9.1/13
63.	8.4/15	N	Decision '88: Iowa Caucus		8.1/14
64.	8.1/12	A	ABC Thursday Movie	63.	8.3/13
65.	7.7/13	A	Thorns	62.	8.7/14
66.	7.6/11	C	48 Hours	64.	7.6/11
67.	6.8/11	A	Sledge Hammer!	65.	7.4/12
68.	6.3/9	A	Charmings	66.	6.9/10

[illegible] (BPH870130II) granted for CP to change: ERP: 50 kw H&V; change HAAT: 492 ft. H&V and correct site elevation.

- Lake Charles, LA, KBIU, 103.7 mhz—880202-Application (BPH870205IF) granted for CP to change TL: Johnny Breaux Rd., SE of Vinton, LA; change HAAT: 985.25 H&V; 30 07 20N 93 33 40W.

- Norfolk, NE, KNEN, 94.7 mhz—880208-Application (BPH870217IC) granted for CP to change TL: 8 km S of Battle Creek, NE; change HAAT: 307.8 m. H&V and make changes in antenna system; 41 55 29N 97 36 25W.

- Albany, NY, WKLI, 100.9 mhz—880205-Application (BPH870331IY) granted for CP to change HAAT: 87.17 m. H&V.

- New York, WYNY, 97.1 mhz—880129-Application (BPH870227NJ) dismissed for CP to change TL: 0.64 km W of Lone Oak Rd., near Gladeville, TN; change HAAT: 108.3 m. H&V and make changes in antenna system; 36 05 09N 86 26 22W.

- Greenville, OH, WLSN, 106.5 mhz—880205-Application (BMPH861006IB) granted for Mod of CP (BPH860320JK) to make changes: change TL: 8433 Greenville, St Marys Rd., Pikeville, OH; change ERP: 50 kw H&V; change HAAT: 150 m. H&V; 40 09 44N 84 36 11W. *Amended 8-28-87 to change HAAT: 146 m. H&V & TL: Harris Cr Rd. & US 127, 2.9 mi. NE of Greenville, OH; 40 08 49N 84 36 36W.

- Chillicote, OH, WKKJ, 93.3 mhz—880208-Application (BPH860328IB) granted for CP to change ERP: 50 kw H&V.

- Kent, OH, WNIR, 100.1 mhz—880210-Application (BPH870127IC) granted for CP to change: TL: 604 m. W of intersec. w/ SR 43, N side of I-76, Brimfield Township, OH; change HAAT: 100 m H&V; 41 06 28N 81 21 19W.

- Mifflinburg, PA, WWBE, 98.3 mhz—880209-Application (BMPH871030IH) granted for Mod of CP (BPH861016IC) to change HAAT: 45.61 m H&V.

- Middletown, RI, WOTB, 107.1 mhz—880209-Application (BMPH870501IE) granted for Mod of CP (BPH861212IA) to change TL: Almedia Apartments off W Main Rd., 0.45 mi. NE of Rte 114-Union St intersection, Portsmouth, RI; change HAAT: [illegible]6 m. H&V 41 33 55N 71 17 07W.

New TV's

- South Bend, IN, WSBT-TV, ch. 22—880129-Application (BPCT871027KF) granted for CP to change ERP vis.: 4745 kw; chan: 22; HAAT: 325 m.; TL: 60351 Ironwood Rd., St. Joseph Co, South Bend, IN; ant.: RCA (existing) TFU-46K; 41 37 00N 86 13 01W.

- Charlotte, NC, WBTV, ch. 3—880129-Application (BMPCT880113KE) granted for MP (BPCT850618LC) to change auxiliary antenna ERP vis.: 75 kw; HAAT: 478 m.; ant.: RCATF-3EL; TL: Rte 3, Bob Friday Rd., near Dallas, Gaston Co, NC; 35 21 51N 81 11 13W.

- San Juan, PR, WIPR-TV, ch. 6—880129-Application (BPET871123KE) granted for CP to change ERP vis.: 57.9 kw; HAAT: 2751 ft. (838.72 m.).

- Conroe, TX, KTFH, ch. 49—880129-Application (BMPCT870601LH) granted for Mod of CP to change HAAT: 541 m.; TL: 19.3 km SE of Conroe, TX, 1.7 km N of Hwy 2090; 80 16 01N 95 14 49W. Amended 11-19-87 to change TL: 19.3 km SE of Conroe, TX, 1.7 km N of Hwy 2090; HAAT: 361 m.; antenna system: 367 m. AGL and 411 m. AMSL.

- San Antonio, TX, KYRT, ch. 29—880128-Application (BMPCT871221KF) granted for Mod of CP to change geographic coordinates: 29 17 27N 98 16 12W and change HAAT to 443 m.

Actions

Commission Actions

- FCC approves assignment of WIII(TV) at Cincinnati to Channel 64 Acquisition; waives multiple ownership rule for one year (Report MM-294, Mass Media Action)—FCC granted assignment of license of WIII(TV) on ch. 64 at Cincinnati from Channel 64 Joint Venture, debtor in possession, to Channel 64 Acquisition Inc., a wholly-owned subsidiary of United Cable Television Corp., and gave it one-year waiver of multiple ownership rule. WIII(TV) renewal was conditioned on its application reverting to pending status if assignment is not consummated. Action by commission Feb. 9 by decision (FCC 88-44).

- FCC reactivates minority and female preference cases remanded by Appellate Court and held in abeyance; reaffirms decisions BC Dockets 80-730; 81-306-307, 309; MM Dockets 83-140, 142-143 (Report DC-1092, Action in Docket Case)—FCC, by separate orders, has reactivated and reaffirmed decisions in three cases previously remanded to FCC and held in abeyance pending completion of Notice of Inquiry into race and gender preference. Action by commission Feb. 9 by Order (FCC 88-45); by MO&O (88-46); and by Order (88-47).

- Carroll Doctrine—Concluding that Carroll doctrine and related UHF impact policy no longer serve public interest; decided to eliminate both and will no longer consider claims of economic injury in broadcast licensing or allotment proceedings. (MM Docket 87-68 by R&O [FCC 87-364] adopt[illegible] 24 by commission.)

Staff Actions

- WUSA(TV) Washington—Ruled that news interview segments on two WUSA locally produced programs, "Capital Edition" and "22:26," may be classified as bona fide news interviews and appearances by legally qualified candidates for public office on those segments are exempt from equal opportunities requirement of Section 315 of commission's rules. (By Staff Ruling [DA 88-129] adopted Feb. 3 by chief, Fairness/Political Programming Branch, Mass Media Bureau.)

- Summerland Key, FL—Designated for hearing mutually exclusive applications of Resa P. Parrish, Saddlebunch Radio Co. and Don H. Barden for new FM station on channel 275A (102.9 mhz) at Summerland Key. (MM Docket 88-20 by Order [DA 88-112] adopted Jan. 27 by chief, Audio Services Division, Mass Media Bureau)

- Topsham, ME—Designated for hearing mutually exclusive applications of Dennis H. Curley, Coastal Radio, Peggy Lee Tallyn, Kirkley Paige Beal and Lights Communication Corp. for new FM station on channel 238A (95.5 mhz) at Topsham. (MM Docket Docket 88-9 by Order [DA 88-60] adopted Jan. 19 by chief, Audio Services Division.)

- Kingston and Oneonta, NY—Extended time to file comments in this proceeding for TV stations at both communities to March 2, replies due March 17. (MM Docket 87-537 by Order [DA 88-127] adopted Jan. 29 by chief, Mass Media Bureau.)

- Rutland, VT—Designated for hearing mutually exclusive applications of Rockledge Community Broadcsters Inc., Rutland Community Broadcasting Inc., Edward G. Pickett and Carol L. Pickett, A General Partnership, and Gary Kenny for new FM station on channel 233A (94.5 mhz) at Rutland. (MM Docket 88-10 by Order [DA 88113] adopted Jan. 25 by chief, Audio Services Division.)

- Ruckersville, VA—Designated for hearing seven mutually exclusive applications for new FM station on channel 221A (92.1 mhz) at Ruckersville. (MM Docket 88-18 by Order [DA 88-109] adopted Jan. 26 by chief, Audio Services Division.)

- Brookfield, WI—Designated for hearing mutually exclusive applications of Donald E. Hilgendorf, Tran Broadcasting Corp. Inc., and New Media Enterprises for new FM station on channel 295A (106.9 mhz) at Brookfield. (MM Docket 88-17 by Order [DA 88-115] adopted Jan. 26 by chief, Audio Services Division.)

Review Board Action

- Billings, MT—Upheld initial decision dismissing application of Comanche Enterprises as financially unqualified to construct and operate its proposed TV facility at Billings. (MM Docket 86-109 by Order [FCC 88R-6] adopted Feb. 5 by Review Board.)

Summary of broadcasting
as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Allocations

- Anchorage, AK—On request of Korlyn Broadcasting Inc., permittee of KKDS(FM), channel 276A (103.1 MHz), Anchorage, substitution of channel 277C2 (103.3 MHz) for channel 276A and modification of permit to specify operation on new channel. (MM Docket 88-29 [DA 88142] Jan. 14.)

- Weed, CA—On request of Florence M. Gaskey, licensee of KWHO(FM), channel 265A (100.9 MHz), Weed, substitution of channel 272C1 (102.3 MHz) for channel 265A and modification of license to specify new channel. (MM Docket 88-28 [DA 88-144] Jan. 14.)

- Pueblo, CO—On request of KATM-FM, channel 264C1 (100.7 MHz), Pueblo, substitution of channel 264C for channel 264C1 and modification of station's license to specify operation on new channel. (MM Docket 87622 [DA 87-1965] Dec. 22.)

- Pueblo, CO—On request of Sunbrook Broadcasting Inc., licensee of KUSM(FM), channel 296A (107.1 MHz), Pueblo, substitution of channel 296C2 for channel 296A and modification of license accordingly. (MM Docket 88-30 [DA 88143] Jan. 14.)

- Linton, IN—On request of Linton Broadcasting Co. Inc., licensee of WQTY(FM), channel 228A (93.5 MHz), Linton, substitution of channel 227B1 (93.3 MHz) for channel 228A and modification of station license accordingly. (MM Docket 88-32 [DA 88-140] Jan. 21.)

- Howland, ME—On request of Robert J. Cole, allocation of channel 280A (103.9 MHz) as its first FM service. (MM Docket 88-27 [DA 88-145] Jan. 14.)

- Port Sanilac, MI—At request of D.C. Schaberg proposed amending FM table by allotting channel 225A (92.9 MHz) to Port Sanilac as its first FM service. Comments due April 8, replies April 25. (MM Docket 88-26 by NPRM [DA 88-146] adopted Jan. 14 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

- Moscow, OH—On request of Richard L. Plessinger Sr., allotment of channel 298A (107.5 MHz) as its first FM service (MM Docket 88-31 [DA 88-141] Jan. 15.)

- Lobelville, TN—On request of Coleman Broadcasting Co. Inc., licensee of WIST(FM), Lobelville, substitution of channel 233C2 (94.5 MHz) for channel 232A (94.3 MHz) and modification of license accordingly. (MM Docket 88-22 [DA 88-150] Jan. 14.)

- Austin and Yoakum, TX—On request of Clear Channel Communications Inc., licensee of KPEZ(FM), channel 272A (102.3 MHz), Austin substitution of channel 272C2 for channel 272A and modification of license accordingly; substitution of channel 223[illegible]Hz) for channel 272A at Yoakum. (MM Do[illegible] D[illegible] 88-139] Jan. 22.)

- Llano, TX—On [illegible] KLKM Radio, permittee of KLKM(FM), channel 285A (104.9 MHz), Llano, substitution of channel 231C2 (94.1 MHz) for channel 285A and modification of license accordingly. (MM Docket 88-34 [DA 88-138] Jan. 22.)

- Rural Retreat, VA—On request of Highlands Broadcasting Inc., allotment of channel 276A (103.3 MHz) as its first FM service. (MM Docket 88-25 [DA 88-147] Jan. 14.)

- West Pasco or Pasco, WA—On request of West Pasco Fine Arts Radio, allotment of channel 267A (101.3 MHz) as West Pasco's first FM service or, alternatively, allotment of channel 267A to Pasco as its second FM service. (MM

C1750-1
3/2/88

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 29

TV WBBM-TV KAUT-TV WCAU-TV WWMT-TV WBZ-TV KENS-TV
WLNE-TV WJBK-TV WNEP-TV WHAS-TV WFAA-TV WFMY-TV
WJLA-TV TV WTVR-TV
TV-TV WJRT WTLV-TV W
WAGA-TV WHEC-TV
OL-TV WBA KMTV-TV WK
KING-TV WSVN-TV
LR-TV WDE WTAJ-TV WJ
KMOV-TV KMGH-TV
AR-TV WE ANE-TV WO
KXTV-TV WRDW-TV
NE-TV WIL -TV WTOC-
WIFR-TV WJHL-TV W
KA-TV WJH -TV KFDA-T
WMAR-TV WJW-TV W
SAW-TV WIF TV KSWO-T
WMAZ-TV TPX-TV WF
AY-TV KHB -TV KLBK-TV
KCCI-TV W BS-TV WIBW
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WBTW-TV -TV WKYT-T
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Vol. 114 No. 9

Broadcasting Feb 29

NATPE '88's programing panoply...page 35

Flynt's Supreme Court victory over Falwell...page 39.

Interview with NBC's Larry Grossman...page 44.

NATPE '88 ☐ NATPE gets underway in Houston, with news that *ALF* and *Morton Downey Show* will go into syndication and that WCBS-TV New York will carry GTG's *USA Today*. Washington Post's Katharine Graham tells NATPE attendees to "redefine the television franchise," while FCC's Dennis Patrick surveys TV's "promising land." NBC announces schedule changes and Patricia Diaz Dennis defends FCC's action on fairness and must carry. Coverage begins on **PAGE 35.**

TNT TACK ☐ Ted Turner talks about convincing MSO's of what he hopes will be his newest innovation—Turner Network Television. **PAGE 40.**

FOR THE RECORD ☐ Executives of major MSO's discuss states of their respective businesses and plans for future at meeting with securities analysts in New York. **PAGE 41.**

NBC'S FUTURE NOW ☐ NBC News President Larry Grossman talks about changing landscape of TV network news—and how NBC is keeping pace—in this "At Large" interview with BROADCASTING editors. **PAGE 44.**

LAYING THE FOUNDATION ☐ Key Senate and House lawmakers show their support for mandatory must-carry rules, directing FCC to collect data that could "help demonstrate the consequences of failing to enforce such requirements." **PAGE 55.**

TRUST US ☐ FCC general counsel says federal courts' distrust of commission benefits no one. **PAGE 56.**

SWAGGART STEPS DOWN ☐ Saying that he had "sinned" and confessing sexual misconduct, TV evangelist Jimmy Swaggart relinquishes his TV pulpit for indefinite period. **PAGE 60.**

THINKING SMALLER ☐ Metropolitan Broadcasting pares down to reduce debt on $300-million 1985 deal for Metromedia stations. **PAGE 63.**

NIGHT SHIFT ☐ Three broadcast TV networks prepare new programs to compete in late night. **PAGE 66.**

TV'S TOP TWENTY ☐ Although there has been some churn, list of TV's top 20 group owners remains essentially unchanged. **PAGE 68.**

UNDER NEW MANAGEMENT ☐ Investment group takes control of UPI from Mario Vazquez-Rana. **PAGE 71.**

EASE OF A VETERAN ☐ Robert McConnell brings his own style to Capitol Hill when presenting CBS's point of view. **PAGE 95.**

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March 28-30—"Sponsorship Now," fifth annual national conference on event sponsorship. Chicago Hilton and Towers. Information: (312) 944-1727.

March 31—Deadline for applications for *Academy of Television Arts and Sciences'* summer '88 student internship program in Los Angeles. Information: ATAS, (818) 953-7575.

March 31—Deadline for entries in *International Radio Festival of New York*. Information: (914) 238-4481.

■ **March 31**—Deadline for entries in Morgan O'Leary Award for Excellence in Political Reporting, administered by *University of Michigan Department of Communication*. Information: Department of Communication, 2020 Frieze Building, University of Michigan, Ann Arbor, Mich. 48109.

April

April 1-2—10th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **April 6-9**—National Hispanic Media Conference, organized by *National Association of Hispanic Journalists, Hispanic Academy of Media Arts and Sciences* and *National Association of Hispanic Publications*. Hyatt Regency hotel, Dallas. Information: (202) 783-6228.

April 7—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

April 7-9—*Broadcast Education Association* convention. Las Vegas. Information: (202) 429-5355.

April 8-10—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Embassy Suite hotel, Birmingham, Ala.

April 9-12—*National Association of Broadcasters* 66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 10-12—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 10-13—Business to business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Infor-

Major ■ Meetings

Feb. 25-29—*NATPE International* 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

March 21-23—*Satellite Broadcasting and Communication Association* trade show. Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12—*National Association of Broadcasters* 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12—*Cabletelevision Advertising Bureau* seventh annual conference. Waldorf-Astoria, New York.

April 10-13—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va.

April 17-20—*Broadcast Financial Management Association* 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency, San Francisco.

April 28-May 3—*National Cable Television Association* annual convention. Los Angeles Convention Center.

April 28-May 3—24th annual MIP-TV, *Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

May 18-21—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11—*American Women in Radio and Television* 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 32d annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

June 12-15—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 16-18—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

June 18-21—*American Advertising Federation* annual convention. Century Plaza, Los Angeles.

July 31-Aug. 3—*Cable Television Administration and Marketing Society* annual conference. Westin Copley Place, Boston.

Sept. 7-9—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta.

Sept. 14-17—Radio '88, sponsored by the *National Association of Broadcasters*. Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27—*International Broadcasting Convention*. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 14-19—*Society of Motion Picture and Television Engineers* 130th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 22-27, 1989, Los Angeles Convention Center.

Oct. 17-19—*Television Bureau of Advertising* annual meeting. Bally's, Las Vegas.

Oct. 23-25—*Association of National Advertisers* 79th annual convention. Waldorf-Astoria, New York.

Nov. 30-Dec. 3—*Radio-Television News Directors Association* annual international conference and exhibition. Convention Center, Las Vegas. Information: (202) 659-6510.

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 4-8, 1989—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 28-Feb. 1, 1989—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meeting: Jan. 27-31, 1990, Sheraton Washington and Omni Shoreham, Washington.

Feb. 3-4, 1989—*Society of Motion Picture and Television Engineers* 23d annual television conference. St. Francis hotel, San Francisco.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

CBS-TV will go stereo in fall of 1988

In response to affiliates, network announces date of audio conversion

CBS Television has announced that starting in the fall of this year it will broadcast all of its programing in stereo format. "We are excited by the prospect of delivering this expanded service," said CBS-TV President Thomas F. Leahy of the network's decision to air all programing in each daypart in multichannel sound, starting with the new prime time season.

The main reason for the decision, CBS spokesman Rupert Stow said, was that "there was a great, widespread demand for it by affiliates." The stations "are very happy about it," said Scott Michels, vice president, affiliate affairs. CBS had originally planned to make the move in 1989 but "pushed that up to 1988 because, in terms of audio, this is the state of the art," Michels said.

Since its first stereo broadcast, the Grammy Awards, in February 1986, CBS has had the least stereo programing of the three commercial networks. Most notable have been one prime time series, *The Twilight Zone*, music and variety specials such as the *Country Music Awards*, and special sports events like Super Bowl XXI and NCAA basketball's Final Four. Stow estimated that CBS has averaged some two hours of stereo broadcasting a month. CBS affiliates with stereo capability (57 out of a total 200 stations) cover about 45% of the United States.

In 1985, CBS predicted that it would begin regular stereo transmissions by 1988. However, at the request of its affiliates, the network broadcast the Grammy Awards in stereo on Feb. 25, 1986, and began the weekly *Twilight Zone* series three days later. At that time, CBS listed three key factors that would determine the rate of stereo conversion: "stereo set penetration in the home, the number of stations capable of broadcasting the stereo signal, and the availability of stereo television programing." Tony Malara, then president of the CBS-TV Network and now senior vice president, distribution, was quoted as saying that ugrade of "origination and production facilities for stereo will be developed at a pace consistent with the growth" of those three factors.

According to figures from the Electronic Industries Association, stereo penetration in U.S. homes has reached 10%. Sales of TV stereo receivers to retail outlets in the United States were 4.35 million in 1987, up 39.6% over 1986. Last summer, CBS said that if penetration reached 13%, it would be a factor leading to its stereo expansion (BROADCASTING, July 6, 1987).

CBS-TV's stereo plans will involve some upgrades of its transmission and production facilities. As of last week, the network had some budget estimates but was not saying how much it expected purchase of additional equipment to cost. "For distribution to the affiliates we'll be using traditional discrete analog audio channels over the satellite network," said Chuck Dages, CBS vice president, TV engineering. The transmission in analog rather than digital will decrease the new equipment that will be needed, he said.

Michael Sherlock, executive vice president, NBC Operations and Technical Services, said that NBC-TV "has been the unquestioned leader" in stereo advancement. "As such, we welcome CBS into what until now, has been a very exclusive club." NBC spokesman, Dom Giofre, said that the network plans to add stereo programing "where feasible" but has no plans to follow CBS in transmitting all programing in stereo. NBC aired the first network TV stereo broadcast in July 1984, the first prime time stereo broadcast in July 1985 and the first regular stereo series later that month.

Currently, all of NBC's prime time programing is in stereo except for *Night Court*, the Thursday night half-hour situation comedy. "We would be 100% stereo prime time if *Night Court* were not a hit show," Giofre said. With its regular late-night programing—*Tonight Show with Johnny Carson*, *Late Night with David Letterman*, *Saturday Night Live* and *Friday Night Videos*—and some sports shows added to the prime time programing, NBC regularly transmits about 30 hours of stereo a week.

NBC will probably still hold the lead this fall in transmission of shows produced in stereo. According to Michels, while CBS gradually increases the number of stereo-produced shows, much of its programing will be mono shows transmitted with stereo simulation.

As of Feb. 8, 139 of NBC's 207 affiliates covering 87.9% of the U.S. were equipped to broadcast stereo. The network expects that coverage to exceed 90% by the end of 1988 after the installation of stereo capability in 11 more affiliates.

After the premiere of its new half-hour *Wonder Years* in March, ABC-TV will average seven-and-one-half-hours of stereo a week. Of its 215 affiliates, 42 broadcast stereo. Sources at ABC said that the network has no plans to follow CBS's move to all-stereo broadcasting. The Public Broadcasting Service distributes 35-45 hours of stereo to its member stations, mostly music shows. It hopes to increase its stereo offerings next fall. ☐

Moving. The Program Exchange, a subsidiary of Saatchi & Saatchi DFS Inc., whose new offerings include *Woody Woodpecker and Friends*, is moving to 375 Hudson St., New York 10014; (212) 463-2000 (TWX 710-581-2829), effective March 14.

Olympics post four of top-10 prime time shows

■

ABC wins week 22 with 19.4/30, NBC scores 15/23, CBS hits 12.8/20

■

CBS takes evening news

Nielsen	Net	Show		AGB
1	25.5/39	A XV Winter Olympics (Tue.)	1	24.9/37
2	23.6/35	N Cosby Show	2	23.5/35
3	21.3/36	A XV Winter Olympics (Sat.)	6	20.2/33
4	20.3/30	N Different World	3	21.6/32
5	20.2/32	C 60 Minutes	12	19./30
6	19.4/28	N Cheers	4	20.7/31
7	19.3/30	A XV Winter Olympics (Wed.)	13	18.3/29
8	19.1/27	C Murder, She Wrote	5	20.7/29
9	18.9/28	A XV Winter Olympics (Thu.)	14	17.9/28
10	18.6/27	N Family Ties	8	19.8/29
11	18.6/27	N ALF	7	20./29
12	18.3/27	N Night Court	15	17.7/27
13	18.3/27	N Matlock	9	19.7/29
14	18.1/27	A XV Winter Olympics (Mon.)	11	19.3/29
15	18./28	N Golden Girls	10	19.6/30
16	17.9/27	N Noble House, part 1	19	16.8/26
17	17.2/27	N L.A. Law	34	14.1/24
18	17.1/27	C Dallas	13	17.2/27
19	17.1/26	A XV Winter Olympics (Sun.)	27	15./23
20	17./24	N My Two Dads	16	17.7/25
21	16.8/26	N Highway to Heaven	17	17.3/27
22	16.8/24	C Newhart	22	16.2/23
23	16./24	N NBC Monday Movie	31	14.7/22
24	15.6/22	N Valerie's Family	20	16.3/23
25	15.5/24	C Knots Landing	33	14.3/24
26	15.3/22	C Designing Women	28	14.9/21
27	15.1/25	A XV Winter Olympics (Fri.)	26	15.1/25
28	15./24	C Beauty and the Beast	21	16.3/26

Nielsen	Net	Show		AGB
29	15./23	C CBS Sunday Movie	24	16./25
30	14.5/25	C Falcon Crest	29	14.7/25
31	14.5/21	C Kate and Allie	30	14.7/21
32	14.2/23	N 227	25	15.9/25
33	14./22	N Amen	23	16.2/25
34	13.6/21	N Miami Vice	40	12.3/20
35	13.5/20	N Hunter	32	14.7/21
36	13.2/19	C Frank's Place	37	13.3/19
37	13./22	N Facts of Life	35	14./23
38	13./21	N St. Elsewhere	42	12.2/21
39	12.8/22	N J.J. Starbuck	38	13.1/21
40	12.6/18	C Simon and Simon	46	11.5/17
41	12.4/19	C Magnum, P.I.	41	12.3/19
42	12./19	N Our House	36	14./22
43	12./18	N Year in the Life	44	11.8/18
44	11.9/19	C Cagney and Lacey	39	12.4/20
45	11.9/19	C Equalizer	45	11.6/20
46	11.9/19	N Disney's Magic Kingdom	43	12.1/19
47	11.9/17	C Tour of Duty	47	11.1/16
48	11.4/19	C Wiseguy	50	10./16
49	11.3/19	N Sonny Spoon Detective	48	10.8/19
50	10.2/17	C High Mountain Rangers	49	10.4/17
51	9.6/14	C Jake and the Fatman	51	9.1/13
52	9.3/15	C Houston Knights	52	9./14
53	8.8/14	C 20th Anni., Clown College	53	8.8/14
54	6.2/11	C West 57th	54	7.5/12
55	5.4/9	N NBC News Special	55	5.7/9
56	5.1/8	C 48 Hours	56	4.7/7

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Top 20 group owners: Gillett in, Taft out

Some new faces, but places stay essentially same in updating of top 20 station owners list

The latest list of owners of television's biggest station groups shows some churn, but the players remain essentially the same, with the exception of Gillett Group, which purchased 55% of SCI Holdings's six TV's and now replaces SCI's name on the list. The purchase, when added to Gillett's previous holdings, brought it to seventh place. The ranking also needs some explanation because of the unusual Gillett ownership situation. Although the Gillett Group directly owns stations covering 12.325% of the country, a trust for George Gillett's children owns Busse Broadcasting, which reaches 1.72% of the U.S. If both groups are taken together, Gillett owns 17 stations covering 14.045% of the country, which would not change its position on the chart.

The top six groups remain unchanged, though Home Shopping has sold two of its stations and moved from 15.61% coverage to 14.63%.

Gannett would also have moved up with its purchase of WFMY-TV Greensboro, N.C., and WTLV(TV) Jacksonville, Fla., from Harte Hanks, but the appearance of Gillett on the list kept Gannett to 10th place.

RKO's status is uncertain. Although RKO currently controls stations reaching 5.91% of the U.S., its licenses are in jeopardy due to a ruling by FCC Administrative Law Judge Edward Kuhlmann that it was an unfit licensee. RKO is appealing the decision, and the opinion of many communications attorneys is that although the full commission will affirm the decision, RKO will be allowed to settle with its challengers and sell its stations. RKO has reached an agreement with Shamrock Broadcasting to sell its KHJ-TV Los Angeles. If the sale is approved by the FCC, Belo would move into RKO's place and Shamrock would become the 19th largest group owner.

After the takeover of Taft Broadcasting last year, and the subsequent spin-off of two of its stations—WGHP-TV High Point, N.C., to former Taft chairman, Dudley Taft, and WTVN-TV Columbus, Ohio, to the Bass Group—Taft, since renamed Great American Broadcasting, disappeared from the list.

To avoid confusion, it should also be noted that Telemundo Group Inc. is the new name for Reliance Group, and Spanish International is the new name for the Hallmark Cards group.

In the chart below, market penetration is based on the latest Arbitron figures. FCC regulations allow for ownership of up to 12 stations when coverage of the U.S. remains below 25% (or 14 stations if minority control is involved). According to FCC regulations, UHF station's receive a 50% discount on coverage.

TV's Top 20

1. Capital Cities/ABC
(24.43%)

Ch. 7 WABC-TV New York (1) 7.74%
Ch. 7 KABC-TV Los Angeles (2) 5.25%
Ch. 7 WLS-TV Chicago (3) 3.47%
Ch. 6 WPVI-TV Philadelphia (4) 2.98%
Ch. 7 KGO-TV San Francisco (5) 2.41%
Ch. 13 KTRK-TV Houston (10) 1.65%
Ch. 11 WTVD(TV) Durham, N.C. (35) .70%
Ch. 30 KFSN-TV Fresno, Calif. (63) .23%

2. NBC
(22.36%)

Ch. 4 WNBC-TV New York (1) 7.74%
Ch. 4 KNBC-TV Los Angeles (2) 5.25%
Ch. 5 WMAQ-TV Chicago (3) 3.47%
Ch. 4 WRC-TV Washington (9) 1.79%
Ch. 3 WKYC-TV Cleveland (11) 1.59%
Ch. 4 WTVJ(TV) Miami (16) 1.37%
Ch. 4 KCNC-TV Denver (19) 1.15%

3. CBS Broadcast Group.
(19.44%)

Ch. 2 WCBS-TV New York (1) 7.74%
Ch. 2 KCBS-TV Los Angeles (2) 5.25%
Ch. 2 WBBM-TV Chicago (3) 3.47%
Ch. 10 WCAU-TV Philadelphia (4) 2.98%

4. Fox Television Stations Inc.
(19.425%)

Ch. 5 WNYW(TV) New York (1) 7.74%
Ch. 11 KTTV(TV) Los Angeles (2) 5.25%
Ch. 32 WFLD(TV) Chicago (3) 1.735%
Ch. 25 WFXT(TV) Boston (6) 1.155%
Ch. 33 KDAF(TV) Dallas (8) .93%
Ch. 5 WTTG(TV) Washington (9) 1.79%
Ch. 26 KRIV(TV) Houston (10) .825%

5. Tribune Broadcasting Co.
(18.69%)

Ch. 11 WPIX(TV) New York (1) 7.74%
Ch. 5 KTLA(TV) Los Angeles (2) 5.25%
Ch. 9 WGN-TV Chicago (3) 3.47%
Ch. 46 WGNX(TV) Atlanta (12) .715%
Ch. 2 KWGN(TV) Denver (19) 1.15%
Ch. 26 WGNO-TV New Orleans (34) .365%

DUCHOSSOIS COMMUNICATIONS COMPANY
(Richard L. Duchossois, Rolland C. Johnson, President)
has acquired
WHFS (FM) and WNAV (AM)
Annapolis, Maryland
for
$8,240,000
from
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(Jacob Einstein, Chairman; J. George Cuccia, Jr., President; David Einstein, Damian Einstein, Rena Einstein, Sike Sharigan and Robert Urquhart)
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(213) 274-8151

6. Home Shopping Network
(14.63%)

Ch. 68 WHSE(TV) Newark (1) 3.87%
Ch. 67 WHSI(TV) Smithtown, N.Y., satellite (1)
Ch. 46 KHSC(TV) Los Angeles (2) 2.625%
Ch. 60 WEHS(TV) Chicago (3) 1.735%
Ch. 65 WHSP(TV) Vineland, N.J. (4) 1.49%
Ch. 66 WHSH(TV) Boston (6) 1.155%
Ch. 49 KHSX(TV) Dallas (8) .93%
Ch. 67 KHSH(TV) Houston (10) .825%
Ch. 61 WQHS(TV) Cleveland (11) .795%
Ch. 50 WBHS(TV) Tampa, Fla. (14) .695%
Ch. 24 WHSW(TV) Baltimore (22) .51%

7. Gillett Group Inc.
(12.325%)

Ch. 38 WSBK-TV Boston (6) 1.155%
Ch. 2 WJBK-TV Detroit (7) 1.91%
Ch. 8 WJW-TV Cleveland (11) 1.59%
Ch. 5 WAGA-TV Atlanta (12) 1.43%
Ch. 13 WTVT(TV) Tampa, Fla. (14) 1.39%
Ch. 2 WMAR-TV Baltimore (22) 1.02%
Ch. 39 KCST-TV San Diego (25) .91%
Ch. 6 WITI-TV Milwaukee (30) .79%
Ch. 4 WSMV(TV) Nashville (32) .77%
Ch. 8 KSBW-TV Salinas (63) .46%
Ch. 13 WOKR(TV) Rochester, N.Y. (72) .39%
Ch. 11 KGIN(TV) Grand Island, Neb. (92) .29%
Ch. 6 KSBY-TV San Luis Obispo (113) .22%

8. Chris Craft Industries
(10.545%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.25%
Ch. 44 KBHK-TV San Francisco (5) 1.205%
Ch. 9 KMSP-TV Minneapolis (13) 1.39%
Ch. 45 KUTP(TV) Phoenix (21) .52%
Ch. 12 KPTV(TV) Portland, Ore. (26) .90%
Ch. 4 KTVX(TV) Salt Lake City (40) .66%
Ch. 4 KMOL-TV San Antonio, Tex. (42) .62%

9. Group W
(10.06%)

Ch. 3 KYW-AM-TV Philadelphia (4) 2.98%
Ch. 5 KPIX(TV) San Francisco (5) 2.41%
Ch. 4 WBZ-AM-TV Boston (6) 2.31%
Ch. 2 KDKA-AM-TV Pittsburgh (17) 1.34%
Ch. 13 WJZ-TV Baltimore (22) 1.02%

10. Gannett
(9.91%)

Ch. 56 WLVI-TV Boston (6) 1.155%
Ch. 9 WUSA(TV) Washington (9) 1.79%
Ch. 11 WXIA-TV Atlanta (12) 1.43%
Ch. 11 KARE(TV) Minneapolis (13) 1.39%
Ch. 9 KUSA-TV Denver (19) 1.15%
Ch. 12 KPNX-TV Phoenix (21) 1.04%
Ch. 5 KOCO-TV Oklahoma City (37) .69%
Ch. 2 WFMY-TV Greensboro, N.C. (50) .57%
Ch. 12 WTLV(TV) Jacksonville, Fla. (57) .5%
Ch. 24 KVUE-TV Austin, Tex. (71) .195%

11. Telemundo Group Inc.
(9.21%)

Ch. 47 WNJU-TV Linden, N.J. (1) 3.87%
Ch. 52 KVEA(TV) Corona, Calif. (2) 2.625%
Ch. 48 KSTS(TV) San Jose (San Francisco) (5) 1.205%
Ch. 48 New TV* Galveston, Tex. (10) .825%
Ch. 51 WSCV(TV) Fort Lauderdale, Fla. (16) .685%
Ch. 4 WKAQ-TV San Juan, P.R. NR**

12. Cox Enterprises Inc.
(8.985%)

Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.41%
Ch. 50 WKBD(TV) Detroit (7) .955%
Ch. 2 WSB-TV Atlanta (12) 1.43%
Ch. 11 WPXI(TV) Pittsburgh (17) 1.34%
Ch. 30 KDNL-TV St. Louis (18) .61%

Continues on page 70

Changing Hands

KEYI-FM San Marcos (Austin), Tex. ☐ Sold by Hicks Communications Partners L.P. to Degree Communications for $15.5 million. **Seller** is Austin-based group of four AM's and four FM's owned by brothers Steven, William, and Thomas O. Hicks. **Buyer** is owned by Ken Burkhart, who also has interest in WLNZ-AM-FM St. Johns, Mich., and WINW(AM)-WRQK(FM) Canton, Ohio, and recently bought WANS-AM-FM Anderson, S.C. ("Changing Hands," Feb. 15). Burkhart is chairman of Burkhart/Abrams/Douglas/Elliot & Associates, Atlanta-based radio consultant. KEYI-FM is on 103.5 mhz with 100 kw and antenna 1,260 feet above average terrain. *Broker: Norman Fischer & Associates.*

WIVY-FM Jacksonville, Fla. ☐ Sold by Gilmore Broadcasting Corp. to J.J. Taylor Companies Inc. for $8,130,000. **Seller** is Kalamazoo, Mich.-based group of two FM's and two TV's owned by Jim Gilmore Jr. **Buyer** is owned by John J. Taylor and family. It owns WCOD(FM) Hyannis, Mass., WGAN-AM-FM Portland, Me., and WEAT-AM-FM West Palm Beach, Fla. WIVY-FM is on 102.9 mhz with 100 kw and antenna 984 feet above average terrain. *Broker: Blackburn & Co.*

KFJZ(AM) Fort Worth ☐ Sold by KFJZ Broadcasting Inc. to Garden City Broadcasting Co. for $1.3 million. **Seller** is principally owned by B.J. Glascock, who also owns KJAA(AM) Mesa, Ariz., and KCCN(AM) Honolulu. **Buyer** is owned by Antonio N. Lujan, nightclub owner in Dallas with no other broadcast interests. KFJZ is daytimer on 870 khz with 250 w.

WMVP(AM) Greenfield, Wis. ☐ Sold by Pinnacle Broadcasting Corp. to Suburbanaire Inc. for $750,000. **Seller** is owned by brothers George and Reg Johns and William Yde, who last year bought WMVP(AM)-WBGK(FM) Milwaukee for $4.4 million ("Changing Hands," March 7, 1987). **Buyer** is owned by Willie D. Davis, who also owns co-located WLUM-FM and KACE(FM) Inglewood, Calif. WMVP is on 1290 khz full time with 5 kw.

WPSO(AM) New Port Richey, Fla. ☐ Sold by Lowrey Communications Inc. to Stanley Broadcasting Inc. for $360,000. **Seller** is headed by Thad M. Lowrey, who has no other broadcast interests. **Buyer** is owned by William W. Stanley and his wife, Marian, local investors with no other broadcast interests. WPSO is daytimer on 1500 khz with 250 w.

For other proposed and approved sales see "For the Record," page 74.

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Bottom■Line

Appraising merger. Broadcast Investment Analysts Inc. and Frazier, Gross & Kadlec Inc., two leading media appraisal firms have merged in a transaction believed valued at about $2 million. Both firms are based in Washington. BIA president, Tom Buono, will remain president of BIA and become CEO of new firm. Chuck Kadlec will remain president of FG&K and become executive vice president of new firm. Buono said BIA will continue to concentrate on broadcast appraisals, while FG&K will expand into cable, paging, cellular radio and publishing.

□

Management buyout. Lorimar Telepictures has closed sale of ad agencies Bozell, Jacobs, Kenyon & Eckhardt Inc. and Poppe Tyson Inc. to BJK&E management. Lorimar, which received more than $100 million in cash from sale or approximately $133 million in total considerations, said it will record $16-million pre-tax profit from transaction for fourth quarter ending March 31, 1988.

□

Public dip. Public financing of broadcast and cable TV industry from debt and equity offerings dropped in 1987 to approximately $6.4 billion from estimated $8.8 billion in 1986, according to media consulting firm Paul Kagan Associates. Kagan newsletter reported broadcast industry in 1987 raised $3.9 billion through debt offerings, $81 million through equity deals, compared to 1986's totals of $5.2 billion in debt and $389 million in equity offerings. Cable industry last year raised $1.5 billion in debt offerings and $930 million through limited partnership equity. Cable debt offerings in 1986 totaled $1.9 billion, with stock equity offerings at $836 million and limited partnership equity offerings at $515 million.

□

PTL debt action. In unusual move, bankruptcy court is allowing PTL ministry—now Heritage Ministries—to liquidate some assets to pay debts. Heritage confirmed it will hold April 16 auction, hoping to gain $1.5 million from sale of eight residences (including Jim and Tammy Bakker's $950,000 Taga Cay, S.C., parsonage and former PTL President Richard Dortch's $575,000 home), as well as another $5.2 million from sale of separate 56-acre and 33-acre vacant, commercially zoned lots. Later in April, court must approve sales made in auction. Heritage, said cable marketing director, John McEntee, also "will go into a very aggressive telethon mode March 2" to gain $4 million it will need to begin $1-million-per-month reorganization plan to begin May 2. On monthly basis, ministry will need $1 million above its $3.6-million operating budget, he said.

Mahoning Valley Broadcasting
John Cherpack, Jr., President
has agreed to transfer the assets
of
WBBW(AM)/WQOD(FM)
Youngstown, OH
for
$3,000,000
to
H&D Communications Limited Partnership
Barry Dickstein and Joel Hartstone, Principals

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Continues from page 69

Ch. 9 WFTV(TV) Orlando (27) .88%
Ch. 9 WSOC-TV Charlotte, N.C. (31) .78%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%

13. Spanish International
(8.925%)

Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.87%
Ch. 34 KMEX-TV Los Angeles (2) 2.625%
Ch. 14 KDTV(TV) San Francisco (5) 1.205%
Ch. 23 WLTV(TV) Miami (16) .685%
Ch. 41 KWEX-TV San Antonio, Tex. (42) .31%
Ch. 21 KFTV(TV) Hanford, Calif. (63) .23%

14. MCA
(7.74%)

Ch. 9 WWOR-TV New York (1) 7.74%

15. TVX Broadcast Group Inc.
(7.555%)

Ch. 29 WTAF-TV Philadelphia (4) 1.49%
Ch. 21 KTXA(TV) Fort Worth (8) .93%
Ch. 20 WDCA(TV) Washington (9) .895%
Ch. 20 KTXH(TV) Houston (10) .825%
Ch. 6 WCIX(TV) Miami (16) 1.37%
Ch. 30 WCAY-TV Nashville (32) .385%
Ch. 38 WNOL-TV New Orleans (34) .365%
Ch. 22 WLFL-TV Raleigh, N.C. (35) .35%
Ch. 30 WMKW-TV Memphis (41) .33%
Ch. 35 KRRT(TV) Kerrville, Tex. (42) .31%
Ch. 33 WTVZ(TV) Norfolk, Va. (43) .305%

16. Scripps Howard Broadcasting Co.
(7.3%)

Ch. 7 WXYZ-TV Detroit (7) 1.91%
Ch. 5 WEWS(TV) Cleveland (11) 1.59%
Ch. 28 WFTS(TV) Tampa (14) .695%
Ch. 15 KNXV-TV Phoenix (21) .52%
Ch. 41 KSHB-TV Kansas City, Mo. (28) .405%
Ch. 9 WCPO-TV Cincinnati (29) .81%
Ch. 5 WMC-TV Memphis (41) .33%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (53) .52%
Ch. 2 KJRH(TV) Tulsa, Okla. (54) .52%

17. Hearst Broadcasting Group.
(6.85%)

Ch. 5 WCVB-TV Boston (6) 2.31%
Ch. 4 WTAE-TV Pittsburgh (17) 1.34%
Ch. 11 WBAL-TV Baltimore (22) 1.02%
Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
Ch. 12 WISN-TV Milwaukee (30) .79%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%

18. RKO
(5.91%)

Ch. 9 KHJ-TV Los Angeles (2) 5.25%
Ch. 13 WHBQ-TV Memphis (41) .66%

19. A.H. Belo
(5.69%)

Ch. 8 WFAA-TV Dallas (8) 1.86%
Ch. 11 KHOU-TV Houston (10) 1.65%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.05%
Ch. 13 WVEC-TV Hampton, Va. (43) .61%
Ch. 6 KOTV(TV) Tulsa, Okla. (54) .52%

20. Gaylord
(5.255%)

Ch. 11 KTVT Fort Worth (8) 1.86%
Ch. 39 KHTV Houston (10) .825%
Ch. 43 WUAB Cleveland (11) .795%
Ch. 11 KSTW Seattle (15) 1.38%
Ch. 18 WVTV Milwaukee (30) .395%

*Coverage when station is completed, pending FCC approval.

**TV Groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

Summary of broadcasting
as of Dec. 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,902	170	5,072
Commercial FM	4,041	418	4,459
Educational FM	1,301	173	1,474
Total Radio	10,244	761	11,005
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	476	222	698
Educational VHF TV	116	3	119
Educational UHF TV	209	25	234
Total TV	1,342	273	1,615
VHF LPTV	96	74	170
UHF LPTV	250	136	386
Total LPTV	272	210	473
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Application (BMPH871218IE) granted for Mod of CP (BPH861212IB) to change: TL: 2.4 km N of intersec. of Burbank Drive and US Rte 80, Montgomery Co, AL; change HAAT: 334 m. H&V; 32 24 11N 86 11 48W.

Allocations

Applications

- Bolivar and Ava, MO—At the request of KYOO Broadcasting Co., proposed amending FM table by substituting channel 290C2 (105.9 MHz) for channel 292A (106.3 MHz) at Bolivar and modifying license of KYOO-FM to specify operation on C2 channel; and substituting channel 222A (92.3 MHz) for channel 290A at Ava. Comments are due April 15, replies May 2. (MM Docket 88-64 by NPRM [DA 88-190] adopted Jan. 29 by chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

- Goldfield, NV—On request of Sarkes Tarzian Inc., licensee of KTVN, channel 2, Reno, proposed amending TV table by substituting channel 7 for channel 2 at Goldfield; comments due April 18, replies due May 3. (MM Docket 88-44, by NPRM [DA 88-192] adopted Jan. 14 by chief, Allocations Branch.)

- McArthur, OH—On request of Hometown Broadcasting of McArthur Inc., proposed allocating FM channel 254A (98.7 mhz) to McArthur as its first FM assignment. Comments due April 18, replies due May 3. (MM Docket 88-41 by NPRM [DA 88-195] adopted Jan. 14 by chief, Allocations Branch, Mass Media Bureau.)

- Okmulgee and Stillwater, OK—On request of Brewer Communications Inc., licensee of KOKL-FM at Okmulgee, and Stillwater Publishing Co. Inc., licensee of KSPI-FM at Stillwater, proposed substituting channel 231C2 (94.1 mhz) for channel 232A (94.3 mhz) at Okmulgee and channel 229C2 (93.7 mhz) for channel 230C (93.9 mhz) at Stillwater and modifying stations' permits to operate on new channels. Comments due April 18, replies due May 3. (MM Docket 88-39 by NPRM [DA 88-197] adopted Jan. 14 by chief, Allocations Branch.)

- Coos Bay, OR—On request of KMTR Inc., proposed amending TV table by allocating channel 23 to Coos Bay as its first TV station; comments due April 18, replies due May 3 (MM Docket 88-42, by NPRM [DA 88-194] adopted Jan. 14 by chief, Allocations Branch.)

- La Grande, OR—On request of Grande Radio Inc., proposed substituting FM channel 254C2 (98.7 mhz) for channel 252A (98.3 mhz) at La Grande and modifying its license for KKUC(FM) to operate on new channel. Comments due April 18, replies due May 3. (MM Docket 88-43 by NPRM [DA 88-193] adopted Jan. 14 by chief, Allocations Branch.)

Actions

- Canton, GA—Substituted channel 289C2 (105.7 MHz) for channel 288A (105.5 MHz) at Canton; modified license of WCHK-FM to specify operation on new channel. (MM Docket 86-206 [DA 88-167] Jan. 25.)

- Keokuk, IA—Substituted channel 290C2 (105.9 MHz) for channel 237A (95.3 MHz) at Keokuk; modified license of KOKX(FM) to specify operation on new channel; filing window April 5-May 5. (MM Docket 86-416 [DA 88-163] Jan. 14.)

- Cape Vincent, NY—Allocated channel 234A (94.7 MHz) at Cape Vincent as its second local FM service; filing window: April 5-May 5. (MM Docket 86-262 [DA 88-162] Jan. 14.)

- Wadesboro, NC—Allocated channel 228A (93.5 MHz) at Wadesboro as its first local FM service; filing window—April 5-May 5. (MM Docket 87-307 [DA 88-166] Jan. 26.)

- Ashland, OR—Substituted channel 270C (101.9 MHz) for channel 270C1 at Ashland; modified license of KCMX-FM to specify operation on new channel. (MM Docket 87-321 [DA 88-161] Jan. 22.)

- Smyrna, TN—Effective April 11, amended FM table by alloting channel 231A (94.1 mhz) to Smyrna as its first FM service; filing window: April 12 to May 12. (MM Docket 84-14, by MO&O [DA 88-198] adopted Jan. 27 by chief, Policy and Rules Division.)

Actions

Commission Actions

- Boston—Commission has upheld Mass Media Bureau's action denying Mark Brown's fairness doctrine and personal attack complaints against radio stations WRKO and WBZ at Boston. (By order [FCC 88-42] adopted Jan. 29 by commission.)

- Cincinnati—Approved transfer of license of WIII(TV), channel 64, Cincinnati, from channel 64 Joint Venture, Debtor in Possession, to channel 64 Acquisition Inc (By Decision [FCC 88-44] adopted Feb. 9 by commission.)

- Winter Park-Orlando, FL—Granted application of Rainbow Broadcasting Co. for new UHF television station on channel 65 at Orlando/Winter Park, denied competing applications of Metro Broadcasting Inc. and Winter Park Communications Inc. (MM Dockets 83-140, 83142-143 by MO&O [FCC 88-46] adopted Feb. 9 by commission.)

- St. Simons Island, GA—Granted application of Dale Bell for new FM station at St. Simons Island, denied competing applications of Cannon's Point Broadcasting Co. and James U. Steele. (BC Dockets 81-306-307, 81-309 by order [FCC 88-45] adopted Feb. 9 by commission.)

- Hartford, CT—In view of distress sale policy reinstatement, reaffirmed ruling granting request by Faith Center Inc. to assign license of UHF channel 18 at Hartford, to Astroline Communications Co. Limited Partnership. (BC Docket 80-730 by order [FCC 88-47] adopted Feb. 9 by commission.)

- James Derk—Upheld action by Field Operations Bureau denying, in part, request by James Derk under Freedom of Information Act, for copies of material filed during past year relating to WGBF-FM, Henderson, KY. Derk is reporter with *Evansville Courier*. (By order [FCC 88-50] adopted Feb. 12 by commission.)

- Computer Algorithm—Proposed designating algorithm employed on FCC computer programs as standard for propagation calculations in FM and TV broadcast services. (MM Docket 88-56, by NPRM [FCC 88-41] adopted Jan. 29 by commission.)

- FCC issues tax certificate for Marsh Media's divestiture of "grandfathered" 25% interest in Amarillo cable TV system (Report MM-301, Mass Media Action)—Issued tax certificate to Marsh Media Ltd., for divestiture of its 25% "grandfathered" interest in Total Television of Amarillo, a cable television system. Marsh is licensee of KVII-TV, Amarillo. Action by commission Feb. 22 by MO&O (FCC 88-62.)

Staff Actions

- Dadeville, AL—Designated for hearing, mutually exclusive applications of W & W Broadcast Service, Dale Broadcasting Inc., and Frank L. Pearson for new FM station on channel 247A (97.3 mhz) at Dadeville. (MM Docket 88-36 by order [DA 88-116] adopted Jan. 27 by chief, Audio Services Division, Mass Media Bureau.)

- Fresno, CA—Designated for hearing, 14 mutually exclusive applications for new FM station on channel 257A (99.3 mhz) at Fresno. (MM Docket 88-21 by order [DA 88-110] adopted Jan. 27 by chief, Audio Services Division.)

- Ft. Walton Beach, FL—Designated for hearing mutually exclusive applications of Jerome Swain and Clement S. Ross for new commercial television station on channel 58 at Ft. Walton Beach. (MM Docket 88-60 by order [DA 88-134] adopted Jan. 29 by chief, Video Services Division, Mass Media Bureau.)

- Chicago—Designated for hearing mutually exclusive applications of CBS Inc. to renew license of WBBM-TV, channel 2, at Chicago, and Center City Communications Limited Partnership for new television station on channel 2 at Chicago. (MM Docket 88-69 by order [DA 88-103] adopted Jan. 29 by chief, Video Services Division, Mass Media Bureau.)

- Newton, IA—Designated for hearing mutually exclusive applications of Robin C. Brandt and Newton Broadcasting Co. for new commercial television station on channel 39 at Newton. (MM Docket 88-59 by order [DA 88-133] adopted Jan. 29 by chief, Video Services Division.)

- Salem, IN—Designated for hearing mutually exclusive applications of J. R. Broadcasting, James T. Ledford and Family Group Broadcasting Ltd., VII for new commercial television station on channel 58 at Salem. (MM Docket 8858 by order [DA 88-134] adopted Jan. 29 by chief, Video Services Division.)

- North Fort Polk, LA—Designated for hearing, mutually exclusive applications of Roscoe Clifford Burwell Jr., NFP Broadcasting Co., and William C. Monroe for new FM station on channel 294A (107.7 mhz) at North Fort Polk. (MM Docket 88-53 by order [DA 88-107] adopted Jan. 29 by chief, Audio Services Division.)

- Walkersville and College Park, MD and Mclean and Reston, VA—Granted request by Elijah Broadcasting Corp. and dismissed its application for AM facilities at Walkersville; dismissed applications of Head Hog Limited Partnership and WGTS Inc. for AM facilities at McLean and College Park, respectively; afforded Reston Community Broadcasting Inc., Reston, 60 days to amend its application. (MM Docket 86-162 by MO&O [FCC 88R-7] adopted Jan. 29 by review board.)

- Moultonborough, NH—Designated for hearing, mutually exclusive applications of Sunrise Partners, SFB Corp.,

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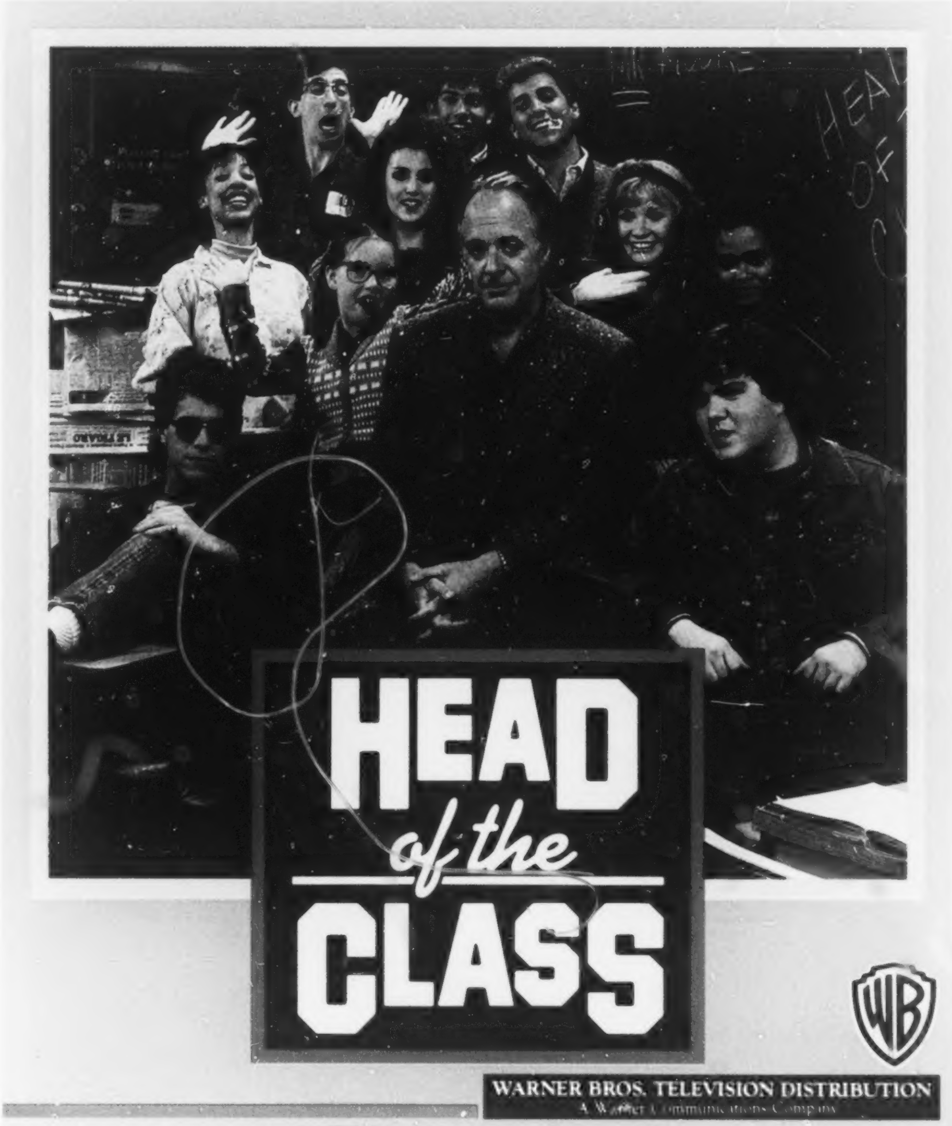
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SPECIAL REPORT
Baseball high fly:
$366 million
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Vol 114 No. 10

Broadcasting Mar 7

Olympics bring ABC February sweeps win...page 29.

ABC-E, Mutual on top in fall RADAR report...page 32.

Baseball rights hit $366 million...page 54.

UP IN THE AIR □ With expiration of TV rights contracts in 1990, Major League Baseball rights will be available to any and all. Whatever deal prevails will determine well into next decade where fans tune for America's national pastime. **PAGE 27.**

SOUTHERN EXPOSURE □ CBS and NBC cut back planned coverage of Super Tuesday; ABC still sees potential for super story. **PAGE 30.**

TNT □ Turner Broadcasting Chairman Ted Turner says "substantial progress" has been made on gaining support for launch of proposed Turner Network Television. **PAGE 31.**

DINGELL REPORT □ View from House Commerce Committee Chairman John Dingell indicates broadcast industry faces uphill climb in Congress. **PAGE 33.**

SLOW SHOW □ Although there was plenty to be had, neither large- nor small-market stations reported needing much in way of new product at this season's NATPE. Review of marketplace by syndicators proved mixed. Wrapup of convention activity begins on **PAGE 40.**

DIAMOND PRICES □ Estimated local and national television, radio and cable rights figures for upcoming baseball season approach $370 million. BROADCASTING's network and team-by-team breakdown begins on **PAGE 54.**

RENEWAL REFORM □ FCC Chairman Dennis Patrick says it may be time to revamp license renewal process. **PAGE 75.**

FCC AND THE COURTS □ Fowler/Patrick commission is not first to have suffered string of setbacks in court. However, over past two-and-half years, FCC has gone through rough patch on litigation front. **PAGE 78.**

LARGEST GETTING LARGER □ Cable MSO, Tele-Communications Inc., has revenue of $1.7 billion in 1987, reporting nearly 8.4 million basis subscribers for total operations. **PAGE 81.**

MUSIC ENSEMBLE □ "Music of Your Life" creator, producer and distributor, Al Ham Productions, joins with radio program consultancy, Fairwest, to form "programing consortium." New full-time music format to be offered. **PAGE 72.**

THE MII MOUSETRAP □ Stan Basara, Panasonic Broadcast Systems' president and CEO, has held jobs in engineering, manufacturing and management. Now his goal is to sell the industry on MII half-inch videotape format. **PAGE 111.**

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appeal of court ruling on must carry. U.S. Court of Appeals struck down latest incarnation of FCC's must-carry rules, holding that they are unconstitutional—violation of First Amendment rights of cable operators. Ruling on Dec. 11, 1987, was replay of court decision two years ago when it eliminated FCC's original must-carry rules on same ground. Four members of House Telecommunications Subcommittee and FCC Commissioner James Quello had called for congressional hearings to establish record for must carry, but this is first time since rules were thrown out last December that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) have restated support for concept and indicated interest in legislative solution. Other must-carry interest on Capitol Hill includes proposal by Representative Matthew Rinaldo (R-N.J.), ranking minority member on the subcommittee that would tie cable deregulation to must carry (BROADCASTING, Feb. 15). Rinaldo is seeking industry support for proposal in which cable systems would be granted deregulation (of rates and service) under Cable Act of 1984 if they met carriage requirements contained in cable-broadcast industry compromise agreed to in 1986. But idea has not received a strong endorsement from cable, which is leery of reopening act. Broadcasters who have fought hard to preserve some form of must-carry rules were upset and disappointed at ruling. They are now planning legal and legislative strategy for bringing back rules through appeals or act of Congress. National Association of Broadcasters television board last month directed NAB staff to seek all avenues to restore must carry. Association will also record and catalog all "cable abuses" that occur following demise of must carry. TV directors wanted to keep statements on must carry to minimum in effort to leave room for NAB President Eddie Fritts to negotiate with cable on matter. Fritts and National Cable Television Association President James P. Mooney are expected to explore possible resolution of must-carry issue. While court overturned substance of rules, it did not, it said in clarifying order issued on Jan. 29, outlaw A/B switch rules as well. Those rules require cable operators to educate subscribers about switches and to offer to install them or supply them to do-it-yourselfers. Cost of switches and installation would be borne by subscribers.

□

■ **Public Broadcasting.** Stephen Salyer, senior vice president, marketing and communications, WNET(TV) New York, vowing to "support the renaissance in radio," will become new American Public Radio president, effective April 1. APR, without full-time president since July 1987, announced choice Feb. 18.

Reauthorization hearings in House Telecommunications and Senate Communications Subcommittees have been tentatively set for March 11 and 15, respectively. Office of Management and Budget has recommended appropriations of $214 million for 1989, 1990 and 1991, which would require recisions in first two years. Figure falls $381 million short of CPB request for third year, which included $200 million for replacement of satellite interconnection system. (AT&T, Comsat General, GE Americom, GTE Spacenet, Hughes Communications and Western Union all submitted satellite interconnection proposals to PBS Jan. 25; NPR also will need new bird in 1991.)

David J. Brugger, senior vice president at CPB, Jan. 1 became president of National Association of Public Television Stations. National Public Radio board this month set 1989 member station dues level at $18.4 million (figure includes one-time overhead and interest adjustment and assessment to offset predicted loss of stations from system, as well as 4.5% operating budget increase). Board will phase in over two years program unbundling plan that will offer for separate purchase morning news, evening news and performance program packages. Final 1989 budget will be approved at Public Radio Conference next May.

Eddie Fritts, president of National Association of Broadcasters, whose lobbying efforts are credited with defeating legislation that would have funded public broadcasting via transfer tax on commercial stations, met in February with presidents of CPB, PBS, and NAPTS, lobbying arm of public TV system. Fritts reportedly promised to work with them for permanent funding by some other means and to keep them abreast of must-carry discussions between broadcasters and cable operators.

□

Syndex. In comments to FCC, cable operators opposed, and broadcasters and program producers supported, FCC proposal to reimpose rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations. Action is expected within next few months. Cable industry argued that FCC lacks jurisdiction to reimpose syndex, that absence of rules over past seven years has not harmed broadcasters and producers and that rules would violate cable operators' First Amendment rights. Most broadcasters and producers contended that rules are needed to protect sanctity of their exclusive programing contracts. And, contrary to cable's claim, they say they have been hurt by cable's importation of duplicative distant signals into their markets. Last month National Association of Broadcasters during its joint board of directors meeting made restoration of syndex high priority, as well as obtaining same-day network nonduplication regulations.

□

TV stereo. CBS-TV announced that in fall 1988 it will transmit all programing in stereo. It is dramatic departure for network, which has been averaging about two hours per month of stereo programing. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV, with 139, has most affiliates capable of stereo delivery. This season, NBC's prime time schedule except for Night Court, half-hour sitcom, have been broadcast in stereo. Along with late-night programing and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of 7 hours per week.

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Broadcasting

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Special Report

BASEBALL
1988

Baseball bags almost $370 million in rights

The business of broadcasting Major League Baseball in 1988 remains lucrative, with estimated local and national TV, radio and cable rights figures for the upcoming season at $366 million.

ABC-TV and NBC-TV are in the fifth year of a six-year, $1.2-billion contract with MLB that will reportedly cost the networks $200 million this year. The contract, which runs through the 1989 season, contains an escalating fees clause that has increased rights figures yearly. CBS Radio Network is entering the fourth year of a five-year contract worth $32 million (see radio box).

The networks' contract sends the World Series to NBC (with all games airing in prime time) this year and with it knowledge that advertising revenue from a six- or seven-game series alone will likely make up for the $100 million reportedly paid to MLB by NBC. "Baseball continues to flourish as a spectator sport and as a programing commodity," said Kenneth Schanzer, executive vice president, NBC sports. ABC airs the American and National League Championships in '88 as well as the All-Star game.

For its Saturday afternoon *Game of the Week*, NBC will offer 30 single games and four doubleheaders. The 30 *Game of the Week* telecasts will feature two games, each shown in different regions. Vin Scully and Joe Garagiola will return as the announcers for the showcase *Game of the Week*, and Bob Costas and Tony Kubek will call the second game of the Saturday telecast. Marv Albert will host NBC's Saturday pre-game show. NBC coverage of the World Series begins on Saturday, Oct. 15. Scully and Garagiola will announce the Series with Costas and Albert hosting the pre-game show. NBC kicks off its coverage on Mar. 20, with an exhibition game between the Los Angeles Dodgers and the New York Mets.

NBC's ratings have fluctuated very little in the past four years. Last year *Game of the Week* averaged a 6.1 rating, 20 share, down from the 6.4/21 during the 1984 and 1985 seasons. In 1986, NBC averaged a 6.3/20.

NBC will reportedly charge advertisers $40,000-$45,000 for a 30-second spot during the regular season games. According to an NBC spokesman, the inventory is 80% sold. "The marketplace is strong," said the spokesman, "we would probably be sold out but many agencies are waiting for clients to release budgets after the Olympics. Miller Brewing Co. remains a major advertiser of MLB on NBC, with Prudential increasing its participation and General Motors a new client for NBC baseball.

ABC is currently in the process of setting its schedule for the 1988 season. It's tentative line-up is eight Monday night games with the possible addition of some Sunday games. Last year, ABC carried eight Monday night games and one Sunday afternoon game. ABC begins its coverage on Monday night, May 30. An ABC spokesman said that ABC waits "a week or so [before announcing the scheduled game] in order to present the game with the most interest." ABC will air the All Star game on July 12 and the League Championship Series games beginning Tuesday, Oct. 4, for the American League and Wednesday, Oct. 5, for the National League. The LCS's will provide ABC with between eight and 14 games. It is expected that Al Michaels, Tim McCarver and Jim Palmer will return as ABC's primary announcing team.

Because *Monday Night Baseball* has never achieved the numbers comparable to *Monday Night Football*, ABC has decreased its number of telecasts, from a high of 18 in 1982, to the eight it will present this season. *Monday Night Baseball* averaged an 8.7 rating and a 16 share in 1987, down from a 9.4/17 in 1986 and a 9.5/17 in 1985.

Local rights fees for 1988 total $158 million representing an increase over 1987 of 3.2%. The American League East division garners the largest local rights fees among the four divisions—$51 million. The National League East, the A.L. West and the N.L. West divisions follow with $49.3 million, $34 million and $24.5 million, respectively.

A team by team breakdown follows:

♦ California Angels ♦

New radio and TV contracts take effect in this 1988 season for the California Angels. The team has a new five-year contract with KTLA(TV) and a three-year deal with KMPC(AM). KTLA has the rights to 60 regular season games, and KMPC has the rights to all pre-season and regular season games, as well as spring training reports. KMPC will broadcast to a network of 22 stations.

According to Angels' packaging agent, Spectacor, 35 games will be carried by local cable systems, although Spectacor did not have a total number of systems last week.

On television, Angels games will be called by Bob Starr and Joe Torre, and on radio Al Conin and Ken Brett will be behind the mikes.

Spanish radio coverage of the Angels will be over XPRS(AM) Tijuana, Mexico.

♦ Chicago White Sox ♦

Television broadcast rights to the Chicago White Sox are held by WFLD(TV), whose 70-game schedule includes three pre-season games. Major sponsors are McDonald's, Miller Beer, Taco Bell and Dodge. An anticipated network of 25 to 30 stations in Illinois, Iowa, Indiana, and Oregon is still being set up.

WMAQ(AM) Chicago, holder of the radio rights, was recently purchased by Westinghouse's Group W. The change to an all-news format will limit pre- and post-game shows to "probably 10 minutes on either side," according to general manager David Pearlman. Pearlman also reported that sales are running slightly behind last year's, with Miller Beer, Amoco, Chicagoland Chevrolet Dealers and True Value Hardware included among the major sponsors. Commentators for WMAQ will be Lorne Brown and former major league manager and player, Del Crandall. WMAQ is in the second year of a five-year contract.

Cable rights for the White Sox are held by regional cable network, SportsVision, which is in the middle of a 10-year contract with an option to renew. SportsVision will air 79 regular season and two exhibition games to approximately one million homes. Sales are running about 20% ahead of last year, according to Bob Fennimore, president of Rainbow Advertising, which handles advertising sales for Sportsvision. Sponsors so far include Anheuser-Busch, Chrysler Plymouth and True Value Hardware stores.

♦ Kansas City Royals ♦

Fans of the Kansas City Royals will be able to keep up with the details of the team's progress during 12 half-hour specials "recapping how the team stands to date," according to WDAF-TV's Buddy Turner. WDAF-TV, in the first year of a new five-year contract, will air 50 Royals games plus two in preseason. Former Royals pitcher, Paul Splittorff, will be new to WDAF-TV telecasts, joining play-by-play announcer Denny Trease. Sponsors include Miller, Ford and All-State Insurance.

The Royals on radio return to WIBW(AM) Topeka, Kan., after signing a new rights contract that will run through 1991. All regular season games and 16 preseason will be broadcast over a 120-station network, covering 10 states. Denny Matthews, voice of the Royals since the franchise was formed in the 1960's, will have play-by-play duties with 15-year announcer, Fred White. Major sponsors are Anheuser-Busch, Guy's Foods Inc., John Deere, Farmer's Insurance, Amaco and Western Auto.

♦ Minnesota Twins ♦

After a World Series victory, Minnesota Twins stations are finding it easier to sell time for the broadcasts. "There's been a large increase in interest this year versus any previous year," said Stuart Swartz, vice president and general manager, KMSP-TV Minneapolis. Because of the increased interest, KMSP-TV will add nine specials during the season to its schedule, featuring coaches' analysis and highlights. Two more affiliates to its Twins network raise the total to nine. They will air 68 games during the regular season and seven preseason games compared to last year's five. Major advertisers are Miller, Midwest Federal Savings and Loan, Burger King and Subaru.

According to WCCO(AM)'s local sales manager, Marybeth Wuench, most of the major sponsors for its Twins schedule—Anheuser-Busch, Red Owl, Dodge, Amaco, Midwest Federal, Hardware Hank—are return advertisers from last year. But "we've added a lot of people buying a minute or so," due to the

AMERICAN LEAGUE EAST

Team	1988 rights (000,000)	1987 rights (000,000)	TV originator and affiliates	Radio originator and affiliates	Cable originator	Rights holders
Baltimore Orioles	$6.30	$6.30	WMAR-TV 10	WBAL(AM) 40	Home Team Sports	WMAR-TV holds TV rights; WBAL holds radio rights; Home Team Sports holds cable rights
Boston Red Sox	6.60	6.50	WSBK-TV 6	WPLM-AM-FM 81	New England Sports Network	WSBK-TV holds TV rights, WPLM holds radio rights; New England Sports Network (48% owned by Red Sox) holds pay-cable rights
Cleveland Indians	3.00	3.00	WUAB(TV) 4	WWWE(AM) 28	none	WUAB(TV) holds TV rights; WWWE(AM) holds radio rights
Detroit Tigers	6.00	5.00	WDIV(TV) 4	WJR(AM) 37	Pro Am Sports System	WDIV(TV) holds TV rights; WJR holds radio rights; Pro Am Sports Systems holds pay cable rights
Milwaukee Brewers	3.60	3.60	WVTV(TV) 11	WTMJ(AM) 60	none	Brewers retain radio rights; WVTV(TV; holds TV rights
New York Yankees	16.5	17.5	WPIX(TV) 10	WABC(AM) 39	Sports Channel	WPIX holds TV rights; WABC holds radio rights; SportsChannel holds pay cable rights
Toronto Blue Jays	7.75	7.75	CTV-TV 21	CJCL(AM) 65	The Sports Network	Labatts Breweries of Canada (45% owner of team) holds TV rights; Telemedia Broadcast systems holds radio rights; The Sports Network holds cable rights
AMERICAN LEAGUE WEST						
California Angels	4.40	4.20	KTLA(TV) 15	KMPC(AM) 22	Spectacor	KTLA(TV) holds TV rights; KMPC(AM) holds English radio rights; XPRS Rose-Rita (Tijuana) Mexico holds Spanish radio rights; Spectacor sold rights to local cable outlets
Chicago White Sox	9.30	9.30	WFLD-TV 5	WMAQ(AM) 25	Sportsvision	WFLD-TV retains TV rights, WMAQ(AM) retains radio rights, WTAQ(AM) holds Spanish radio rights and team retains cable rights
Kansas City Royals	3.10	3.10	WDAF-TV 16	WIBW(AM) 120	none	WDAF-TV holds TV rights; WIBW holds radio rights
Minnesota Twins	4.20	4.00	KMSP-TV 9	WCCO(AM) 65	Midwest Communications	KMSP-TV holds TV rights; Midwest Communications radio and cable rights
Oakland As	3.20	3.00	KPIX(TV) 8 KICU-TV	KSFO(AM) 16	none	KPIX retains TV rights; Team retains the radio rights
Seattle Mariners	3.70	3.50	KIRO-TV 5	KIRO(AM) 30	none	KIRO holds radio and TV rights
Texas Rangers	6.10	6.00	KTVT(TV) 15	WBAP(AM) 18	Home Sports Entertainment	KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights

AL total: 1988—$85.00 million
1987—$81.45 million

NATIONAL LEAGUE EAST

Team	1988 rights (000,000)	1987 rights (000,000)	TV originator and affiliates	Radio originator and affiliates	Cable originator	Rights holders
Chicago Cubs	4.30	4.30	WGN-TV 30	WGN(AM) 74	WGN-TV as superstation	Stations hold rights under agreement with commonly owned Cubs
Montreal Expos	7.00	[illegible].00	CBC-TV 20 CFCF-TV	CFCF(AM) 9 CKAC(AM) 30	The Sports Network	Labatt Breweries holds TV and cable rights; The English Radio Network holds English radio rights; Telemedia French radio rights
New York Mets	17.0	16.50	WWOR(TV) 14	WFAN(AM) 110	Sports Channel	Mets have partnership arrangement with broadcast originators; SportsChannel holds pay cable rights
Philadelphia Phillies	10.0	9.50	WTAF-TV 2	WCAU(AM) 29	Prism	Phillies sell radio, TV and cable rights, but retain cable ad time
Pittsburgh Pirates	5.00	4.00	KDKA-TV 5	KDKA(AM) 40	KBL Entertainment Network	Team retains radio rights and sells TV and cable rights
St. Louis Cardinals	6.00	5.10	KPLR-TV 27	KMOX(AM) 115	CenCom Cable	KPLR holds TV rights; KMOX has radio rights; Cencom Cable holds cable rights.
NATIONAL LEAGUE WEST						
Atlanta Braves	4.00	4.00	WTBS	WSB(AM)	WTBS as superstation	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights
Cincinnati Reds	4.20	4.00	WLWT 22	WLW 72	none	WLWT holds TV rights; Reds retain radio rights
Houston Astros	4.00	3.60	KTXH(TV) 17	KTRH 40-45	Home Sports Entertainment	KTXH has TV rights; Astros retain radio rights; Home Sports Entertainment holds cable rights
Los Angeles Dodgers	5.00	5.70	KTTV(TV)	KABC(AM) 30 KWKW(AM) Spanish	Z-Channel	KTTV holds TV rights; KABC holds English radio rights; KWKW holds Spanish radio rights; Z-Channel holds cable rights
San Diego Padres	4.30	4.20	KUSI-TV 7	KFMB(AM) 12 XEXX(AM) 20	Cox Cable	Padres retain radio and TV rights; Padres and Cox jointly hold pay TV rights
San Francisco Giants	3.00	2.90	KTVU 5	KNBR 10 KIQI(AM) 32	Giantsvision	Broadcast originators hold rights

NL total: 1988—$73.50 million
1987—$71.90 million

Not included in the table are network payments for nationally broadcast games that total about $200 million: $100 million for NBC-TV, $100 million for ABC-TV and $6.5 million for CBS Radio.

Twin's success last season, she said.

Along with the 162 regular season games, the station will also air 14 preseason games. A pregame show that premiered last year will be continued, she said, and is almost sold out. The post-game show is sold out.

KMSP-TV and WCCO share color announcers Jim Kaat and John Gordon. Television play-by-play is handled by Ted Robinson, and Herb Carneal fulfills that role on radio.

Midwest Communications, co-owned with WCCO, has the Twins' cable rights and is committed to televising 25 home games with an option to pick up eight more after Sept. 1. They will be distributed to an estimated 300,000 subscribers on a pay-per-view basis in and around the Twin Cities. TV stations in four cities outside the metropolitan area—Duluth, Minn., Fargo, N.D., Sioux Falls, S.D., and Mason City, Iowa—will pick up the Midwest feed for distribution over the air. "Those games that are not carried by the broadcasters are then carried on basic cable in those same markets," said Midwest General Manager Bill Craig. Midwest experimented with this system for 12 games last season with one of them reaching an estimated audience of 1.5 million homes. Depending upon the number of cable systems and TV stations picking them up, the games should attract 500,000 to 1.5 million homes this year. Advertisers signed up so far include Budweiser and Pizza Hut.

◆ Oakland A's ◆

With a new broadcast deal in place this year, the A's will again be seen on KPIX(TV) and heard on KSFO(AM) Oakland. Joining KPIX will be KICU-TV San Jose.

According to a station executive who asked not to named, under the new deal the A's now handle "all aspects" of the broadcasts.

Under the new deal, KPIX and KICU-TV will broadcast a total of 49 games. KSFO will broadcast all pre- and regular season games.

The A's retain the radio rights while the television stations hold the TV rights.

Spanish language radio coverage is through KNTA(FM) San Jose.

There is no cable coverage of the team. Calling the games for KPIX(TV) will be Monte Moore and Ray Fosse, while the radio team consists of Fosse, Bill King and Lon Simmons.

◆ Seattle Mariners ◆

The Seattle Mariners will be seen on both KIRO-TV and KTZZ(TV) this year, as they were last, in an arrangement that both stations said worked well. Because of network pre-emptions, CBS affiliate KIRO-TV, which has the rights to 35 games, sublicenses the rights to 41 other games to independent KTZZ. KIRO-TV has lined up a five-station network and is working on other agreements with stations in Idaho and Montana. John Norden, vice president and general manager, said sales are going "fairly well," with Budweiser, True Value Hardware, Toyota, Pacific Northwest Bell, GTE and Union Oil signed to date.

KIRO(AM) has lined up about 30 stations for its coverage of 20 preseason and all 162 regular season games. Sales Manager Bill Aanenson said the station was "in good shape," with advertising demand "well ahead of last year." Signings include Budweiser,

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Farmers Insurance, GTE, Horizon Airlines, Car Quest, Chevron, Ernst Home & Nursery, Pacific First Federal, Goodyear, Snapper lawn tools, Canada Dry, Sherwin Williams and Nestle's Crunch.

♦ Texas Rangers ♦

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the fourth year of a five-year deal as television rights holder for the Texas Rangers. Gaylord purchased 35% of the club four years ago. (Long-time Rangers owner Eddie Chiles controls the remaining shares.)

KTVT, which is a "passive" superstation, will air 65 away games—up from 60 last season—and one preseason contest. The station, said Charles Edwards, executive vice president for Gaylord and general manager of the KTVT, transmits the games to a five-state regional network of 15 stations.

Among the advertisers for 1988 are Budweiser, True Value hardware stores, Nissan, Chief auto parts, Goody's headache powder, Texaco and Dr Pepper—the latter is a new addition to Texas Rangers television broadcasts this season. Edwards said sales are 21% up over last year's pace.

On the radio side, WBAP(AM) Fort Worth will be airing the Rangers for the 15th consecutive year as it begins the last year of a four-year rights package. WBAP, which also serves as the originating station for a regional network of 18 stations, will air 20 preseason and all regular season games.

Advertisers include Budweiser, Delta, Coca-Cola, GTE, True Value, Ford and Gulf Oil. Baseball sales are currently running 15% ahead of the same time a year ago, said John Hare, WBAP president and general manager.

Home Sports Entertainment (HSE), a division of the Houston Sports Association, will be going into the second year of a two-year pact (which has a two-year option) for the Rangers pay cable rights. HSE will air 60 Ranger home games over 177 systems across a five-state area—mostly Texas—to a subscriber universe of 700,000. Those system and subscriber totals are up substantially from a year ago, when HSE carried the games over 121 systems to 225,000 subscribers. There will also be 25 games carried on HSE's Florida network, known as the Sunshine Network, according to Ed Frazier, HSE president.

The advertising roster for HSE's carriage of the Rangers includes Budweiser, Mazda, Whataburger (Texas fast food chain) and Chrysler.

♦ Baltimore Orioles ♦

Chuck Thompson, a play-by-play announcer for almost 40 years, is retiring this year as Baltimore Orioles announcer for WMAR-TV. Along with Oriole telecasts, Thompson served as the radio voice of the Orioles and former area teams, baseball's Washington Senators (now the Texas Rangers) and football's Baltimore (now Indianapolis) Colts, during his career. He joined WMAR-TV in 1979 when that station first acquired television rights to the Orioles. Thompson's successor, who will join former Oriole third baseman Brooks Robinson in the WMAR-TV booth, has not been found, the station said.

According to Howard Zeiden, WMAR-TV vice president of sales, the station will broadcast 42 regular season games and four preseason. Major advertisers are Anheuser-Busch, C&P Yellow Pages, Nissan, Preferred Health Network, Jiffy Lube, Valvoline, McDonald's, Bob Davidson Ford and Giant Foods.

About 740,000 subscribers on 115 cable systems in the Baltimore-Washington area will see the Orioles on Home Team Sports, a Washington-based regional pay sports channel. Also, HTS will start the season on April 6 with a nine-day "HTS Free-View Marathon" period for all basic cable subscribers. There will be a 30-minute post-game show with interviews and league highlights for the first time on HTS this year.

For 65 of the cablecasts at Baltimore's Memorial Stadium (out of the 90 games HTS will present), a left field camera angle that got favorable viewer response when initiated last year, will be lowered 30 feet, resulting in "a more dramatic look down the foul line, right over the third baseman's shoulder," according to HTS producer Bill Brown. (For those familiar with Memorial Stadium, the camera will be placed just above the tomato patch that is planted yearly in the left field bull pen.) Mel Proctor and John Lowenstein return to announce Oriole games for HTS. Advertisers signed so far include Giant Foods and Subaru.

WBAL(AM) begins a three-year contract for radio rights to the Orioles this season. The station broadcast the games for 18 years before losing the rights nine years ago to WFBR(AM). WBAL won the bid for rights this year after the Orioles withdrew them from last year's rights holder, WCBM(AM), for allegedly defaulting on their contract. WBAL is promoting the Oriole's return to the station "very aggressively" under the slogan "The Orioles are Loud and Clear on WBAL," according to station manager Jeff Beauchamp. "One of the complaints among Baltimoreans [since the Orioles left WBAL] has been that they couldn't hear it because the stations they were on had great signal limitations," Beauchamp said. The 162 regular season and 16 spring training games will be announced this season by Jon Miller and Joe Angel. Sponsors include Budweiser, Bryant Heating and Air, Jeep-Eagle-AMC and Amoco.

♦ Boston Red Sox ♦

WSBK-TV Boston is entering the third year of its five-year contract to carry Red Sox games. Broadcasting to a network of six stations, it is covering 75 regular season and three preseason games, said Steve Tauber, assistant general manager, and those stations rebroadcast a varying number of games, between 25 and 45. The station has not sold out advertising spots yet. Major sponsors include Anheuser-Busch, New England Ford Dealers, MacDonald's, Delta and Midas Muffler.

Cable coverage for the Red Sox will be handled by New England Sports Network, which is partially owned by the team, the Boston Bruins, and Gillett Broadcasting (which also owns WSBK-TV). NESN is "strictly a pay service," said vice president and general manager, John Claiborne, and reaches 217,884 subscribers on 168 systems in 650 New England towns, up from last year's 172,258 subscribers. The service carries 83 regular season and 11 preseason games. A new announcing crew of Ned Martin and former Sox second baseman, Jerry Remmy, are on board and will also handle the half-hour pre- and post-game shows. Major sponsors include Anheuser-Busch, Polaroid, Nissan, Chevrolet and Texaco. Claiborne reports that advertising avails are almost sold out.

WPLM-AM-FM Plymouth, Mass., will continue to originate games to a network that now has 81 stations, six more than last year, in New England and Florida, said station president and general manager, John Campbell. The station has two years left on its contract and will broadcast 162 regular season games and 22 preseason contests. Major advertisers include Budweiser, American Motors and Chrysler. Covering the games will be Ken Coleman and Joe Castiglione.

♦ Cleveland Indians ♦

Both the radio and television rights holders remain the same for Cleveland Indians baseball this season. WWWE(AM) returns with a new multiyear contract, while WUAB(TV) is in the last of a three-year contract. Anheuser-Busch is a major sponsor for both rights holders. The radio station will broadcast the full slate of Indians games, and Harvey Simms, WWWE's station manager, reports sales are pacing well compared to last year. WUAB(TV) will broadcast four preseason games, 15 home games and 45 road contests. Ron St. Charles, assistant general manager and program director at WUAB, said the Indians games are a "harder sell this year" given the team's last-place finish a year ago. "Last year the Indians were picked as a dark horse contender," said St. Charles. "They were a much easier sell. The sales pace is down." But both executives said the Indians broadcasts were important to the image the stations have in the community. Both stations also carry Cleveland Cavaliers basketball games and WWWE carries Cleveland Browns football games as well. Simms said the Indians remain an important profit center for the radio station. On the television side, however, the same cannot be said. "They are certainly a major part of our image," said St. Charles. "But they aren't a critical profit center. It's getting tougher and tougher to make money on a major sports franchise, because the rights fees continue to rise." Still, St. Charles predicted the station would make a small profit on the Indians telecasts this year.

◆ Detroit Tigers ◆

Increasing its coverage from 45 regular season games last year to 52 plus five preseason games, WDIV(TV) Detroit feeds the games to a network of four stations. Major sponsors include Miller, Ford, Kroger, Taco Bell, Goodyear, Pepsi, Michigan Bell, Kentucky Fried Chicken, Blue Cross and Burger King. Chris Rohrs, the station's general sales manager, said the station is having a "very strong year, with sales up about 10% over last year." WDIV(TV) has a pregame show hosted by Bernie Smilovitz. Play-by-play will again be handled by hall-of-famers Al Kaline and George Kell.

WJR(AM) Detroit, which originates the team's radio broadcasts, is almost sold out," said national sales manager Tom Wagner. The station will broadcast 162 regular season and 20 pre-season games. Handling the broadcasts will be veteran sportscasters Ernie Halwell and Paul Kary. The largest sponsors are Ford Motor Co., Marathon Oil, Anheuser-Busch, Maxicare and Comerica.

Pro Am Sports Systems cable service will carry 80 Detroit Tiger games in 1988, with 55 home and 25 road games. Returning as announcers are Larry Osterman, who will handle play-by-play, and Jim Northrup, in his second season doing color commentary. Osterman also hosts a feature show, *The Pennant Chase*.

◆ Milwaukee Brewers ◆

Radio broadcasts of the Brewers games will go out over WTMJ(AM), which feeds to a 67-station network in 50 markets. One hundred and sixty two games will be aired along with 18 preseason and one exhibition. WTMJ's contract runs until 1993, however, radio rights are retained by the Brewers. Promotions include the Miller Home Run Sweepstakes, in which contestants whose names are announced at the beginning of an inning will win an accumulated jackpot if a home run is hit during that inning. Besides Miller, major sponsors are Pepsi, Century Insurance, Amoco, Midwest Express Air, Wisconsin Division of Tourism and Farmers Insurance.

Ad sales for the Milwaukee Brewers are "brisk, partly as a result of a terrific '87 Brewers season," according to WVTV(TV)'s director of operations and engineering, Lyle Schulze. Rates have increased and been accepted accordingly. WVTV, holder of the television rights, will broadcast a 60-game schedule to an 11 station network throughout Wisconsin, Iowa, Illinois, Florida and upper Michigan. Major sponsors this year include Miller Beer, True Value Hardware, Car-X mufflers and Century food stores.

◆ New York Yankees ◆

WPIX(TV) will be entering the 38th consecutive year of New York Yankees telecasts through the second year of a four-year rights package. However, as of this writing, the station had not yet settled on the number of telecasts it will feature during the upcoming season versus the number of cablecasts over SportsChannel, which is embarking on the seventh year of a 15-year pay-cable deal. Discussions concerning the number of televised games over WPIX are still going on with the Yankees, said Marty Appel, vice president of public relations and sports for WPIX. It is anticipated, however, that WPIX will either broadcast the same number of regular season games as last year—53—or "slightly less." It is also expected that SportsChannel will again air 100 games.

(Last year when BROADCASTING went to press with its annual Baseball special, it reported that WPIX was planning to air 75 regular-season games in 1987 [BROADCASTING, March 2, 1987]. That number was subsequently reduced to 53.)

What is known to date for WPIX is that it will air three preseason contests. The station will also originate Yankees telecasts over a regional network of 10 stations. Among the major sponsors are Anheuser-Busch (Budweiser), Chrysler Plymouth, Canon Cameras and the *New York Daily News*.

For SportsChannel, major advertisers include Anheuser-Busch, Toyota, Nynex, Dodge and The Wiz. The cable channel reaches 1.1 million households over 98 systems within a three-state area.

On the radio front, talk-formatted WABC(AM) will be entering the second year of a five-year rights pact. The station, according to its president and general manager, Fred Weinhaus, will air 13 preseason games and all regular season games over a regional network of 39 stations. That network will include three Florida stations: WSBR(AM) Boca Raton; WIOD(AM) Miami, and WRBQ(AM) St. Petersburg.

Key radio sponsors for the Yankees in 1988 include Anheuser-Busch, Marine Midland, and Nissan. "We are pacing substantially ahead of last year [in advertising sales]," said Weinhaus.

◆ Toronto Blue Jays ◆

Labatts Breweries, through its subsidiary TV Labatts, owns the television rights to the Toronto Blue Jays, American League East pennant contenders last year. (Labatts also owns TV rights for the National League East's Montreal Expos.)

Toronto-based CTV Television Network, with 21 affiliates in Canada, will air 39 Blue Jays games this season, as well as 10 preseason games. The broadcasts' top five sponsors are Labatts, Imperial Oil, Xerox, Coca-Cola and Toyota. CTV announcers again this year are Don Chevrier, Fergie Olver and NBC's baseball sportscaster Tony Kubek.

Canadian cable channel, The Sports Network (TSN), will also telecast 40 or more regular season games, in addition to three preseason contests. Major sponsors are Labatts, Petro-Canada and GM. Announcing the games will be Olver, with former Blue Jay Buck Martinez providing color.

Telemedia Broadcast Services of Toronto, owner of the team's radio rights, will broadcast all 162 regular season games and 10 preseason games. The broadcasts originate from CJCL(AM), its owned station in Toronto, and reach 65 radio affiliates in Canada. Sponsors include Labatts, McDonald's, Coca-Cola, Petro-Canada, Black's Cameras, CIBC, Ontario Lottery, IDA Drug Stores, Zenith, Miracle Food Mart, General Motors (exclusive within show) and Nissan (post-game show sponsor). IDA, Miracle, Zenith and Canadian Airlines all sponsor special promotions during the season. Radio announcers are Tom Cheek, Jerry Howarth and, for pregame and post-game shows, Scott Ferguson.

◆ Atlanta Braves ◆

WTBS(TV) will carry Ted Turner's Atlanta Braves. The superstation has decreased its coverage to 135 games (131 regular season and four preseason) from last year's total of 150. The drop is due to a scheduling conflict with Turner's NBA Atlanta Hawks. Ernie Johnson, Pete Wieren, Skip Carey and Billy Sample will alternate announcing chores for WTBS and WSB(AM).

WSB(AM) Atlanta, is the originating station for a 115-station network that will air all 162 regular season games and 15 preseason games. WSB has been the radio carrier for Braves baseball for 21 of the past 22 seasons. The radio station is in the last year of a three-year deal.

The Atlanta Braves' promotional theme for 1988 is "One Crazy Summer." Fans can expect giveaways and concerts, with one concert featuring the Beach Boys. Major sponsors for Braves baseball include Coca-Cola, Delta Airlines, Anheuser-Busch, Toyota, Goody's headache powders and Amoco.

◆ Cincinnati Reds ◆

WLWT(TV) Cincinnati, which has carried the Reds since 1956, will originate 47 games for a 22-station network reaching nine states this year. In the announcing booth, former Reds catcher Johnny Bench will be joined by Jay Randolph, who did play-by-play for the St. Louis Cardinals last year. Last year's television and part-time radio announcers, Marty Brennaman and Joe Nuxhall, will concentrate on radio this year, on WLW(AM).

WLWT Sales Director Ned Paddock said the Reds are 85% sold out on the network, with Anheuser-Busch, Toyota, Delta Airlines, Long John Silver, Blue Cross, Lenscrafter and General Tire. Paddock said local sales are 80% sold out, with advertisers including Ford dealers, Hardee's, Taco Bell and Pepsi.

On the radio side, the Reds retain the broadcast rights and sell the avails in each game, roughly 30 minutes. WLW carries a pre- and post-game show and has the rights to sell advertising in those segments, roughly 16 minutes per game. A portion of that revenue is handed back over to the Reds. The station's general sales manager, Tom Horan, said WLW is almost 90% sold out, with advertisers including Anheuser-Busch, Auto Manage (a local auto dealer), Sears, Bob Evans, White Castle and Sherwin Williams. In-game advertisers include Anheuser-Busch, Marathon Oil, First National Bank, Maxwell House, Ohio Lottery and Big Boy. The station took in an estimated $1 million in advertising revenue last year, a figure, it is estimated, that the Reds at least matched in-game. In-game advertising minutes are almost twice the amount of the combined pre- and post-game shows. The station will air all regular season games and 20-24 preseason contests. WLW has lined up a 72-station network for the Reds.

◆ Houston Astros ◆

Originating broadcasts of the Astros is KTXH(TV) Houston, which will cover 83 games including seven preseason contests. The station feeds a network of "around 17 stations," said general manager Vince Barresi, who reports that sales are "terrific, much ahead of last year." Major sponsors include Anheuser-Busch, Southwestern Bell and Kroger. The station is in the third year of a revised 10-year contract that was renegotiated this year.

KTRH(AM) has a package of 162 regular season games and 20 preseason games that it sends to a network of about 40 stations, said Michael Packer, the station's general manager. The Astros hold the radio rights, but Packer reports that sales are going well for the station's pre- and post-game shows: *Astros Countdown* and *Astros Wrap*.

Radio rights are retained by the Astros, and Jamie Hildreath, director of broadcasting for the Astros, reports that sales are "way ahead of last year." Major sponsors include Budweiser, Gulf, Kroger, Subaru and Coca-Cola.

Home Sports Entertainment's subscriber count grew almost 300% from last year when it reached 235,000 subscribers. According to HSE spokesman Jim Manning, the cable network currently reaches about 650,000 subscribers in Texas and contiguous states, but he said they expected to reach a million subs by the end of the year. In addition, HSE is the managing partner in a new venture, The Sunshine Network (BROADCASTING, Feb. 22), which is principally owned by 11 cable MSO's. It is available to about 1.5 million subscribers in Florida. HSE will carry 75 regular season and six preseason games this year and The Sunshine Network will carry 25 regular season and six preseason contests. Manning said sales were going very well; major advertisers include Coca-Cola, Anheuser-Busch, Mazda, Texaco and Eastern Airlines.

◆ Los Angeles Dodgers ◆

Nineteen-eighty-eight will mark the first year the Los Angeles Dodgers have released the broadcast rights to their games. KABC(AM) Los Angeles will be picking up the Dodgers for the 14th year in a row, while television broadcasts will be handled by KTTV(TV). Both stations have signed a five-year contract. Spanish rights are held by KWKW(AM) Los Angeles, which will broadcast a full schedule.

KABC's Ken Miller says sales are going "great," with major play-by-play sponsors being Unocal Oil Co., Anheuser-Busch, Nissan Motor Corp., Coca-Cola bottling and Farmer John meats. Approximately 190 games will be fed to a 30-station network in California, Arizona and Nevada.

KTTV will broadcast 50 away games this year with Vin Scully, Don Drysdale and Ross Porter providing color commentary. Former Dodgers player Rick Mondy will host *Dodgers Central* while Vin Scully will do an interview show. Sales are strong, with spots already sold to Anheuser-Busch, Nissan and Coca-Cola.

American Cablesystems Corp.'s Z Channel will carry 35 home Dodgers games this year to a subscribership of approximately 100,000. No announcers have yet been signed. Advertising sales have also not yet been initiated. According to Executive Producer Charlie Stark, Z Channel is primarily a motion picture service and the possibility of advertising is still under discussion.

◆ San Diego Padres ◆

The Padres have taken the course of purchasing time on television and radio, retaining the rights and keeping all the advertising. Jim Winters, director of broadcasting for the team, said the arrangement, done for the first time last year, "worked out just fine." A chief advantage is that it creates a one-stop shopping center for promoters and/or advertisers, as there can be in stadium and media tie-in promotions.

Winters would not disclose advertising revenue, but said television advertising sales were ahead of last year and radio sales were "far ahead" of last year's pace. The Padres, after a slow start, finished strong in their division, and that has helped fuel sales, Winters said.

The Padres buy time on KUSI-TV and KFMB(AM). The independent television station (ch. 51) will carry 51 games on a seven-station network. The station is in the second year of an eight-year deal that has two three-year renewal clauses. Winters reports advertising sales ahead of last year, with Anheuser-Busch, Jack in the Box and Mitsubishi Motors signed. The team pays the station a fee per game and gets a certain amount of promotion time for KUSI-TV within the telecasts.

KFMB(AM) will carry 192 games, including 30 preseason games. Advertisers signed include Anheuser-Busch, Jack in the Box, Chevron, Coca-Cola, Home Federal Savings, Goodyear, Foodbasket and Farmers Insurance. XEXX(AM) Tijuana will originate the games in Spanish.

The Padres and Cox Cable will again be offering some Padres games on a pay package and pay-per-view basis. The 41-game package costs $140; on a per-game basis $5.95. Winters said although last year's figures were off from previous highs, the team "made money."

◆ San Francisco Giants ◆

KTVU(TV) Oakland is in the last year of a five-year rights agreement with the Giants, in which it will air 40 regular season and one preseason game: the Giants versus cross-town rival, Oakland, on March 19.

The station plans to carry the Giants opener live, an afternoon game in Los Angeles on April 4, then repeat it that evening in prime time, for the benefit of fans who missed it earlier. The station will also air three half-hour specials on the Giants throughout the year.

Bill McGowan, general sales manager, said the games are about 75% sold out with the upfront season "running ahead of last year." Advertisers signed to date include Miller beer, Chevron, Safeway and Toyota. The announcing team this year will include station sports anchor Steve Physioc and former major leaguers Duane Kuiper and Ron Fairly. Kuiper handles the Giants cable pay-per-view games, while Fairly also handles radio.

KNBR(AM) is in the last year of a five-year contract for all regular season and 12 preseason games. Jay Barrington, the station's sales coordinator for sports, said sales are "as well sold as anticipated." He said advertisers include Pontiac and Nissan dealers, Anheuser-Busch, Chevron, Farmers Insurance, Goodyear, Grossman's Hardware, Delta Dental Plan and AAA. In addition to Fairly, Wayne Hagin will return to do the play-by-play. KIQI(AM) will handle the Spanish-language broadcasts.

The Giants will also offer a pay-per-view package of 36 games this year, including the home opener. The number of systems offering Giantsvision has risen from 42 to 57, with a corresponding subscriber jump from 1 million to 1.4 million.

◆ Chicago Cubs ◆

WGN will have both the television and radio rights to the Chicago Cubs games again this year. Jake Fendley, director of sports for WGN-TV Chicago, reports that sales are "pacing about 25% ahead of last year." Major sponsors include Anheuser-Busch, True Value hardware, *The Chicago Tribune*, Unocal Oil Co. and Chicagoland Buick dealers. The play-by-play will be handled by Harry Carey with color provided by Steve Stone. WGN-TV will broadcast 154 games, including four preseason. They will feed to a network of approximately 30 stations in Illinois, Indiana and Iowa set up by Tribune Entertainment.

WGN(AM) will broadcast 163 of the Cubs games to a network of 74 stations in Illinois, Iowa, North Carolina, Colorado, Nevada and Florida. The station owns the rights to the games, which will include *Scouting Report*, a 35-minute pregame magazine format and *Scoreboard*, a 15-20-minute wrapup. WGN(AM) reports that sales are running about the same as last year, partly because "the Cubs are a legend and attendance doesn't seem to have much to do with what's happening on the field." Sponsors this year will be G. Heilman Brewing, Cotter & Co., Chevrolet, Marathon Petroleum, Bob Evans and Talman Home.

◆ Montreal Expos ◆

In the second year of a five-year, near $30-million contract, Labatts beer holds the TV and cable rights for Montreal Expos baseball. In bilingual Canada, coverage is split into net-

CBS Radio's baseball lineup

The CBS Radio Network is entering the fourth year of a five-year, $32-million deal for Major League Baseball's radio rights encompassing 26 *Game of the Week* broadcasts, the annual All Star game, the league championships and the World Series. The weekly broadcast schedule contains two games (one day and one night) every Saturday beginning with Toronto Blue Jays at Minnesota Twins and Pittsburgh Pirates at St. Louis Cardinals on April 9. CBS will also air at least four "pennant race" weekday games toward the end of the season.

According to Steve Youlios, vice president of sales for the CBS Radio Networks, CBS basically offers two sales packages: the summer series, which is the full 26-week slate plus the All Star game, and the fall series, which comprises the league championships and the World Series. "Most summer series advertisers in 1987 have already renewed for the upcoming season," said Youlios, adding that the summer sponsorships account for a 60%-65% sell-out rate. (Another 15% to 25% of CBS's baseball inventory is sold on a scatter basis.)

Major advertisers already signed to sponsorships for 1988 are Anheuser-Busch, True Value hardware stores (Cotter & Co.); Gates Rubber Co., Tinactin—all summer and fall series advertisers—Honda and Buick.

Announcers for CBS Radio's baseball coverage include Brent Musburger, Johnny Bench, Bill White, Jerry Coleman, John Rooney, Dick Stockton, Howard David, Jim Hunter and Gene Elston. Local team announcers will join the CBS crew during the fifth inning of each game, known as the "home town" inning, which will be exclusively sponsored by True Value. Youlios expects CBS's lineup of baseball affiliates to be virtually the same as last year's total of 265.

works of French and English broadcasts and the French-language TV rights have been resold to Radio Canada, which will carry the games over a network of 20 stations. Play-by-play will be done by Raymond LeBrun and color commentary will be handled by Claude Raymond. The English television broadcasts are done by TV Labatts Network, which broadcasts some of the games on the Canadian Broadcasting Corp., and some on independent stations. The originating station for the English broadcasts is CFCF-TV Montreal.

Cable coverage is over The Sports Network, which reaches 1.2 million subscribers on 950 cable systems across Canada. Those games will all be broadcast in English, and handling announcing duties will be Dave Van Horn and Ken Singleton.

Radio coverage is also split into two networks. Telemedia, the French network, will broadcast the games from CKAC(AM) Montreal to a network of about 30 stations. The English Radio Network will broadcast from CFCF(AM) Montreal, to nine stations. Handling play-by-play in English will again be Dave Van Horn, while Jim Fanning will provide color. For the French broadcasts, Jacques Doucet and Rober Broulette will handle announcing duties.

◆ New York Mets ◆

WWOR(TV) (formerly WOR(TV) New York and now licensed to Secaucus, N.J.) will begin its 27th consecutive year as the originator of New York Mets broadcasts, a rights partnership arrangement the station has had with the Mets since the team's inception. WWOR, which is entering the second year of a five-year deal, will air 75 home and away regular season games as well as eight preseason contests. Major "full sponsors" for WWOR's coverage of the Mets include Anheuser-Busch, Manufacturers Hanover and Nissan, according to Tom Ryan, station vice president and general sales manager. Partial sponsors include Oldsmobile dealers and Bell Atlantic. "Sales are pacing stronger than last year," Ryan said. The station will serve as the originating station for a regional network of 13 to 14 stations.

For radio, all-sports WFAN(AM) (formerly country WHN[AM]), plans to air not only all regular season games, but all 26 preseason games as well, said Scott Meier, WFAN vice president and general manager. (WFAN is the nation's first 24-hour all-sports radio station.) The station, which will be starting its third year of a five-year rights package, also has a revenue-sharing arrangement with the Mets. Among the major sponsors on radio are Chrysler-Plymouth, Budweiser, Dollar Dry Dock Savings Bank, New York State Lottery and New York Racing Association. "We're confident we'll meet our sales projections," Meier said. The station will feed a regional Mets network of 108 to 110 stations, which is up considerably from last year's roster of 42 stations.

SportsChannel is entering the seventh year of a 30-year deal as the pay cable rights holder for New York Mets baseball and plans to air 75 home and away games. Major advertisers include Anheuser-Busch, Toyota, Nynex, New York Telephone and Buick. SportsChannel is carried on 98 systems across a three-state area, reaching 1.1 million subscribing households.

◆ Philadelphia Phillies ◆

The Phillies broadcast-cable scenario for 1988 remains virtually unchanged from 1987. Its three facets: WTAF-TV Philadelphia, WCAU(AM) Philadelphia and PRISM, a regional cable sports and entertainment channel.

According to Phillies' Dennis Lehman, WTAF-TV will broadcast 85 regular season games and five preseason contests. PRISM is set to televise 39 regular-season games (33 home and six away), he said. And WCAU plans to air every regular season game and 22 preseason games, although some of the preseason games may be preempted by Villanova and Temple basketball.

For the broadcast television rights, WTAF-TV, which is the lead station in a three-station network, pays the Phillies a rights fee plus a percentage of the advertising revenue under an 11-year agreement that runs through the 1992 season. WTAF-TV projects it will increase advertising revenues 20% this year, said general manager, Jim Boaz. WTAF-TV's principal Phillies advertisers will be Anheuser-Busch, Valvoline, Mellon Bank, First Pennsylvania Bank, Blue Cross of Pennsylvania, Bell of Pennsylvania and Oldsmobile.

PRISM also pays a rights fee, but the Phillies retain and sell the advertising time. Neither the Phillies nor PRISM would reveal the dollars involved in their deal, but Phillies Executive Vice President David Montgomery said the Philles expected advertising revenue to be up 20% to 30%. The PRISM advertisers will include Anheuser-Busch, Texaco, Foot Locker, Blue Cross of Philadelphia, Mid-Atlantic Milk and Mr. Good Buys.

WCAU, which has an 11-year contract that runs through 1993, has put together a 29-station network that includes two Florida stations, WTAN(AM) Clearwater, Fla., where the Phillies go for spring training, and WIOD(AM) Miami. Bill McCadden, sales manager, WCAU, said the major advertisers for the station's broadcasts will be Anheuser-Busch, Chevrolet, Amoco, AMB Paints, U.S. Air and Cumberland Farms.

Harry Kalas, Richie Ashburn, Andy Musser and Chris Wheeler will handle the play-by-play and color commentary for radio, television and cable. Gary Maddox will contribute color for cable.

◆ Pittsburgh Pirates ◆

KDKA(AM) Pittsburgh will again broadcast the Pirates this year over its clear-channel, 50,000-watt facilities, but, unlike years past, the pioneer Group W station will not hold the broadcast rights. Dean Jordan, the newly hired director of broadcasting for the Pirates, said the Bucs decided to retain the radio rights this year, create the radio network of 40 stations (up from around 30 full-time affiliates last year) and sell the advertising time. "We felt we could market the product better," he explained. According to Jordan, on the radio broadcasts, the Pirates hope to make $1.6 million on revenue of between $2.7 million and $2.8 million. The "six-figure advertisers" already on board are Anheuser-Busch, Giant Eagle supermarkets, Mellon Bank and Donnelly.

The Pirates enthusiasm for the broadcasting business does not extend to television. Jordan said the franchise has sold the television broadcast rights to Group W's KDKA-TV Pittsburgh under a new, two-year agreement (with an option for a third year). The agreement, which would bring the Pirates an average of $2.5 million over three years, Jordan said, calls for the broadcast of 46 regular season games (seven home, 39 away) and two preseason games this season, up from 43 games last season. KDKA-TV, which will be doing its own six-camera production, is the flagship for a television network that includes stations in five other markets. Sherry Sieving, sales manager, KDKA-TV, ran down the list of major advertisers: Anheuser-Busch, Chevrolet, Bell of Pennsylvania, Equibank, Giant Eagle Supermarket and Allstate.

The Pirates are also in the second year of a three-year agreement (with two-year option) with Tele-Communications's regional sports services, KBL Entertainment Network. KBL, which now reaches some 950,000 cable homes (including 213,000 in Buffalo where the Pirate games have to be blacked out when the Toronto Blue Jays are in town or on local TV), will televise regular season games (33 away and 22 home) and three preseason games.

The Pirates deal with TCI is a complex one, involving the team's on-field performance and such ancillary arrangements as a plan whereby TCI purchases large blocks of tickets. But the bottom line, according to Gil Lucas, sports/programing director for TCI in Pittsburgh, is that TCI will pay the Pirates $923,000 this year.

Four announcers rotate on the radio, broadcast television and cable coverage: Lanny Fratare, John Sanders, Steve Blass and Jim Rooker.

◆ St. Louis Cardinals ◆

The St. Louis Cardinals are selling well for KPLR-TV according to its general manager, Barry Baker. "It is an insane baseball town, regardless of how the team finishes," he said. "And there's a bigger priority on baseball in this town now that the football Cardinals have left" for Phoenix. The biggest sponsors signed up are Anheuser-Busch, Central Hardware, Goodyear, McDonald's, Taco Bell and Schnuck's Grocery. A network of 25 stations, one of the biggest in baseball, will reach an estimated 9.5 million homes, nearly twice the number reached by the KSDK(TV) network, last year's rights holder, Baker said. KPLR-TV will present a total of 58 games, including two preseason and the home opener.

KMOX(AM) plans to hold on to Cardinal rights "for many years to come," according to Robert Hyland, general manager. The station is going into the second year of its current contract. The full regular season schedule will be covered along with 10 preseason games. Most sponsors are the same as last year: Anheuser-Busch, Chevrolet, Amoco, Schnuck's, True Value hardware and MCI. Coverage includes the pre- and post-game *Bob Gibson Show*, hosted by the former Cardinal pitching ace, and games announced by Jack Buck and Mike Shannon.

No partner has been chosen yet to join former Cardinal pitcher Al Hrobosky in the booth for Cencom Cable Associates' 50 home cablecasts. Cencom plans to advertise heavily by TV, radio and newspaper to promote its 1988 coverage. It has also produced a show of last year's Cardinal highlights and is working on a deal to repeat some of last season's most exciting games. John Clark, vice president, programing and marketing, said five of the cable systems Cencom distributes to will deliver games by pay-per-view. Other cable systems will offer pay channel packages for all 50 games. Last year's games averaged about 11,000 homes per game. "This year on season sales, we appear to be running 25% to 30% ahead of last year," Clark said.

Scrambling changes baseball's broadcast playing field

Stations must make investment to pick up highlights from backhauls; RTNDA voices resistance despite availability of some clear feeds

Broadcasting Major League Baseball games and highlights will be a new ball game this 1988 season as the summer game follows the cable programing industry lead and, for the first time, requires scrambling of backhaul satellite transmissions—feeds sent from game sites to television stations, national and regional broadcast networks and cable program services. According to a number of sources, those end-users will have to adjust financially and logistically to a new set of rules that, at least for the coming season, may not be entirely clear.

Of most immediate concern to some broadcasters is the prospect of having to pay for something they now get for free: highlights of baseball games for newscasts.

Major League Baseball hoped last fall to have all the backhauls scrambled by opening day. But the scrambling plans were at least two months behind schedule last January when MLB chose Hughes Television Network to implement it (BROADCASTING, Jan. 11) and Hughes, a few weeks later, settled on General Instrument's Videocipher-IB (VC-IB) as its scrambling system. As of last week, plans were still two months slow. John Tagliaferro, president of Hughes, said last week that it is now hoped the system will be in place and ready to go sometime in June.

The system is a complex one, requiring scramblers at uplinks sites in 20 major-league cities and addressable descramblers at the downlinks of all television stations and regional cable networks holding television rights to games. Hughes's contract requires it to buy, install and maintain the scramblers and descramblers and build and operate an authorization center to turn the adressable descramblers on and off.

"Things are moving," Jim Wright, vice president of operations at KPLR-TV St. Louis, told BROADCASTING last Wednesday. Hughes was busy that day, he said, installing computer equipment at that broadcast rightsholder for 1988 St. Louis Cardinals games.

MLB's central motive for scrambling, according to Bryan Burns, MLB director of broadcasting, is the same cited by cable programers: to "get control" of transmissions and secure them against unauthorized use—by home dish owners and bars in particular. MLB took three Minneapolis area bars to court early this year and won an injunction against the defendants prohibiting further unauthorized reception of MLB video transmissions.

"At some point, I firmly believe Major League Baseball will be in the direct-to-home [satellite broadcasting] business," said Burns, citing last year's deal with Japan's state-owned broadcaster, NHK, by which NHK broadcast 100 MLB games via its direct broadcast satellite to subscribers throughout Japan. "We're negotiating to be in it again this year," he said.

A major consideration in the whole scrambling decision, Burns said, was the fact that backhaul encryption, by ending free access, makes it possible for regional cable networks to begin selling baseball to dish owners. In addition, MLB or some third parties authorized by MLB could, "if we think it works," begin selling "something like" a three-games-per-day package to the home satellite market this season, he said.

Calling legislative and law enforcement activity in the U.S. related to copyright infringement "a failure," Burns said that MLB has to "take control of what is up there and belongs to [MLB]...If all the backhaul is going to stay up there clean, there is never going to be a business. Scrambling is as inevitable for us as it was for HBO or CNN or any of the others in the business."

Although the scrambling effort is aimed at preventing dish owners from receiving baseball games for free, many broadcasters will also be adversely affected. According to Tagliaferro, sportscasters who want to cull the backhaul feeds for sports highlights will have to buy descramblers (at $3,500 a unit) and pay a $250-a-month administration fee to cover the cost of continually authorizing and deauthorizing the descramblers. The MLB is not trying to make a profit off the sportscasters, Burns said. The money that comes in from the broadcasters will go into the operation of the scrambling system.

That Hughes is managing the scrambling does not mean baseball rightsholders have to award Hughes contracts to handle their satellite backhauls, said Burns. Rightsholders are free to deal with any transmission service they wish, he said. The contract with Hughes specifies that Hughes must allow

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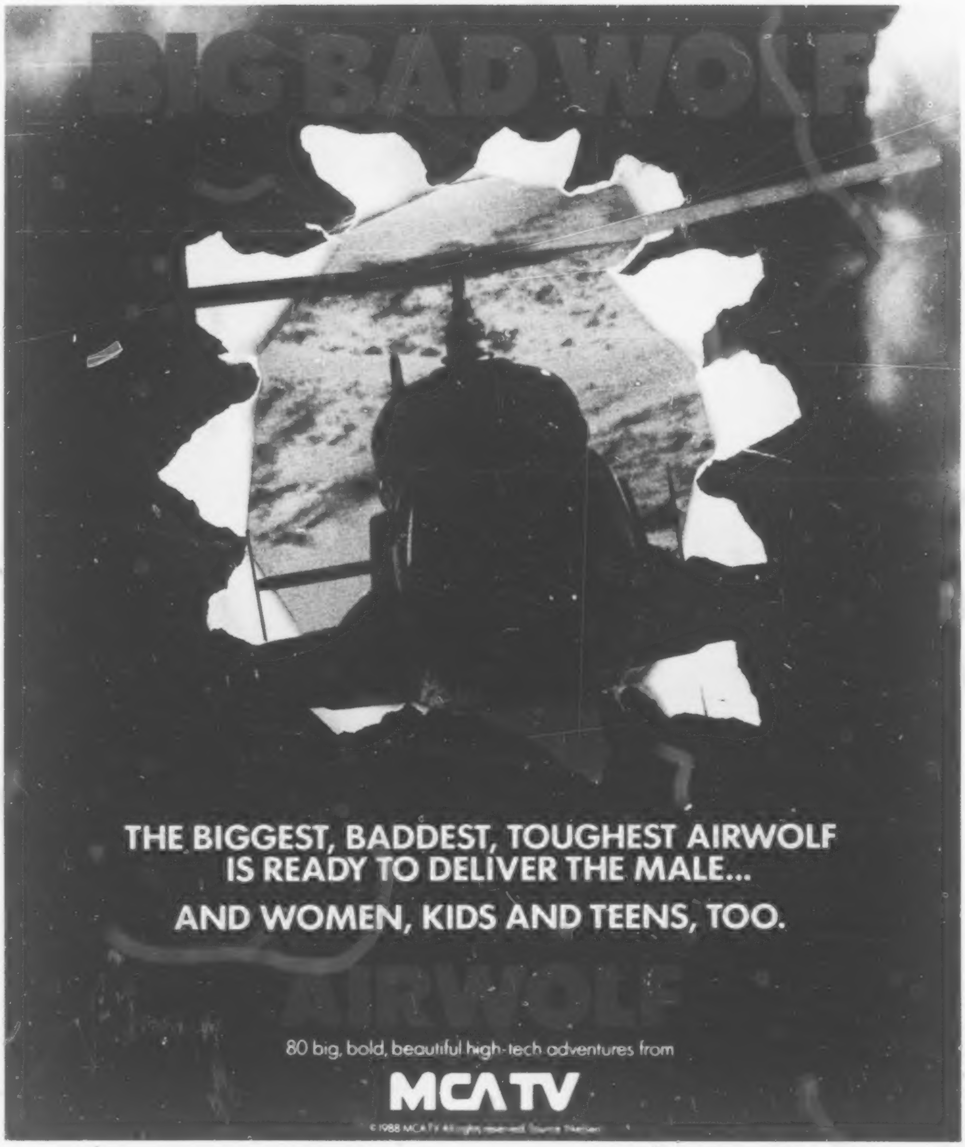
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 14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57th Year 1988

TNT's critical

From 250 watts to CBS late night

Vol. 114 No. 11

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Super Tuesday not big broadcasting buy...page 27

TNT ready to ignite...page 30

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FCC expects to decide syndex in Spring...page 33

ADS OF MARCH □ Rep firms and broadcasters disappointed with lack of political advertising spending this election season. **PAGE 27.**

BID FOR LORIMAR □ Financier Marvin Davis offers Lorimar Telepictures $17 per share just three days after Lorimar reports beginning preliminary discussions on possible merger with Warner Communications. **PAGE 29.**

LAUNCH DATE □ Turner Broadcasting System's board unanimously approves Ted Turner's plan for Turner Network Television. First-year budget is set at $30 million. **PAGE 30.**

CHANGING RANK □ Planned merger of United Cable and United Artists Communications Inc. will create multibillion-dollar communications industry company with third largest cable MSO and biggest theater chain. **PAGE 32.**

WHITE HOUSE SALUTE □ President and Nancy Reagan thank media for their efforts in war on drug abuse. **PAGE 43.**

GOLDEN ANNIVERSARY □ It began with trans-Atlantic coverage of Germany's invasion of Austria. Fifty years later, *CBS World News Roundup* is still heard loud and clear. **PAGE 44.**

AS THE WHEEL TURNS □ *Wheel of Fortune* host Pat Sajak began his broadcasting career on foreign-language 250 watt Chicago AM. He has now been tapped by CBS to go head to head with Carson in late night. Sajak fills in blanks in this "At Large" interview with BROADCASTING editors. **PAGE 48.**

...AND TURNS □ Thirty-nine stations have committed to four more years of *Wheel of Fortune* and *Jeopardy!* since NATPE convention. **PAGE 56.**

WORDS OF ADVICE □ According to Keiji Shima of Japan's state broadcasting service, NHK, U.S. networks should focus on new technologies of DBS and HDTV. **PAGE 64.**

HDTV MOVIE □ Start of CBS Entertainment's made-for-television movie *Innocent Victims* marks first time American TV network will produce movie in high-definition television video. **PAGE 64.**

MASS MEDIA MAN □ FCC's Lex Felker is not out to become "sixth commissioner" as he coordinates commission's inner circle and gets to know Fifth Estate. **PAGE 95.**

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head off measure, possibly working out compromise at FCC to avoid any congressional action on matter. Moreover, Representative Tom Tauke (R-Iowa) has indicated he will offer bill that would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising ("Closed Circuit," March 7).

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to set 9.5-minute-per-hour advertising limit in children's programs and to require two-year period before simultaneous promotion of program-based products to discourage proliferation of what it calls program-length commercials.

NAB offered 267-station survey showing that advertising time on children's television was currently under proposed 9.5-minute limit. Association of Independent Television Stations said there was no evidence of harm to children from product-related programing and Capcities/ABC said broadcasters should be allowed to make their own decisions about what to broadcast. ACT was also supported by National PTA, National Education Association and American Academy of Pediatricians.

INTV is exploring possibility of seeking antitrust exemption to permit broadcasters to establish voluntary standards for amount of commercial material in children's programs (BROADCASTING, Jan. 11).

□

Compulsory license. FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, Patrick said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) is preparing legislation that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting last month, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license, while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

□

Crossownership. *Broadcast-newspaper crossownership*—Rupert Murdoch has agreed to sell financially troubled New York Post for $37 million to real estate developer Peter Kalikow to comply with FCC rules banning newspaper-broadcast crossownership (Murdoch also owns WNYW-TV New York). But Murdoch is continuing to press suit in U.S. Court of Appeals in Washington, challenging constitutionality of congressional measure preventing FCC from repealing, modifying or granting any waiver to television-newspaper ban. Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before its Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Although New York problem has been resolved by sale, Murdoch would still like extension of waiver so he can hang on to *Boston Herald* and WFXT-TV Boston. Court, which heard oral arguments on Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision. Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when it becomes possible.

Telco-cable—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications [illegible] Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) is preparing to introduce bill to eliminate statutory ban. Prohibitions have been in place for nearly two decades. FCC's telco-cable crossownership rules were adopted in 1970 and codified by Congress in 1984. In initial round of comments at FCC, telcos said competition between telcos and cable would spur technological developments and reduce cable subscriber fees. Cable groups, opposed to letting telcos into their markets, said that telcos would be unfair competitors because of their control of poles and underground conduits and their ability to cross-subsidize. Even if FCC and Congress drop prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, which include cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

□

Direct broadcast satellites. Start-up European DBS bird, West Germany's TV-Sat-1, has been pronounced dead (BROADCASTING, Feb. 22). Series of attempts by satellite's operators, German postal and telecommunications agency, to improve TV-Sat1's worsening diagnosis—since failure to deploy array shortly after TV Sat1's Nov. 20, 1987, Arianespace launch (BROADCASTING, Nov. 30, 1987)—culmi-

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□

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NBC wins week 24

Nielsen		Net	Show	AGB	
1.	31.4/48	N	Cosby Show	1.	30.7/48
2.	28.1/43	N	Day by Day (Thu.)	2.	26.4/41
3.	25.9/39	N	Cheers	3.	24./38
4.	24.5/37	N	Night Court	4.	23.3/37
5.	23.7/34	A	Growing Pains	5.	23.1/34
6.	22./33	A	Who's the Boss?	8.	21.1/32
7.	21.5/36	N	Golden Girls	7.	21.9/36
8.	21.1/33	C	Grammy Awards	9.	20./32
9.	21./35	C	60 Minutes	11.	19.6/33
10.	20.5/32	N	ALF	6.	22./34
11.	20.4/34	N	L.A. Law	15.	18.1/31
12.	20./30	A	Growing Pains	5.	23.1/34
13.	18.7/30	N	NBC Sunday Movie	19.	16.6/27
14.	18.6/28	N	Day by Day (Mon.)	10.	19.8/30
15.	18.4/29	C	CBS Special Movie (Mon.)	18.	17.1/27
16.	18.3/28	C	Murder, She Wrote	12.	19.1/29
17.	18./28	N	Family Ties	14.	18.7/28
18.	17.8/31	N	Amen	13.	18.8/31
19.	17.4/26	A	Moonlighting	22.	16.1/25
20.	17.3/26	N	Day by Day (Sun.)	20.	16.4/24
21.	16.9/25	A	Head of the Class	27.	15./23
22.	16.7/28	C	Knots Landing	23.	15.3/26
23.	16.7/26	N	NBC Monday Movie	26.	15.1/24
24.	16.3/27	C	Dallas	21.	16.3/27
25.	16.2/26	C	Miss U.S.A. Pageant	17.	17.2/28
26.	16.1/24	N	Matlock	24.	15.2/23
27.	15.9/27	N	227	29.	14.5/24
28.	15.4/23	N	Hunter	30.	14.5/22
29.	15./23	A	Supercarrier*	36.	13.2/20
30.	14.5/24	N	Miami Vice	32.	14.3/24
31.	14.3/26	C	Falcon Crest	31.	14.4/26
32.	14.3/25	N	Facts of Life	33.	13.7/23
33.	14.2/24	A	Full House	40.	12.7/21
34.	14.2/24	A	Perfect Strangers	38.	12.8/22
35.	14./21	A	MacGyver	37.	12.9/20
36.	13.7/21	A	Hooperman	51.	11.2/17
37.	13.7/26	A	Spenser: For Hire	47.	11.6/21
38.	13.5/22	A	Mr. Belvedere	46.	11.6/19
39.	13.3/21	A	ABC Monday Movie	35.	13.2/21
40.	13.1/22	N	Highwayman	39.	12.8/22
41.	12.8/22	C	Beauty and the Beast	34.	13.6/23
42.	12.8/19	N	Highway to Heaven	41.	12.5/19
43.	12.7/21	A	Thirtysomething	42.	12.2/21
44.	12.4/20	C	CBS Sunday Movie	28.	14.7/24
45.	12.3/20	A	ABC Sunday Movie	55.	10.6/18
46.	12.3/23	N	Bob Hope Special	25.	15.1/27
47.	12.3/22	N	Sonny Spoon Detective	50.	11.2/20
48.	12.2/19	C	Tour of Duty	45.	11.7/18
49.	12.1/18	C	Simon and Simon	49.	11.4/18
50.	11.8/21	A	20/20	44.	11.7/21
51.	11.6/19	N	NBC Wednesday Movie	52.	11.1/19
52.	11.4/19	N	Crime Story	57.	10.1/18
53.	11.1/19	A	Dynasty	62.	8.9/15
54.	11./17	A	Slap Maxwell Story	61.	9.1/14
55.	11./17	C	Superman's 50th Anni.	56.	10.3/16
56.	11./16	C	Candid Camera 40th Anni.	54.	10.8/16
57.	10.8/18	A	Ohara	58.	9.5/16
58.	10.3/18	A	Dolly	48.	11.4/19
59.	10.3/18	C	High Mountain Rangers	53.	11./18
60.	10.3/17	N	Our House	43.	12.2/21
61.	9.5/15	A	ABC Thursday Movie	59.	9.2/15
62.	9.4/16	A	Thorns	65.	7.8/13
63.	9.3/15	A	Disney Sunday Movie	63.	8.5/14
64.	8.5/14	C	Willie Nelson Special	60.	9.2/15
65.	8.2/15	C	West 57th	64.	8.4/15
66.	5.5/8	A	Sledge Hammer!	66.	5.2/8
67.	3.5/6	A	Lyndon Larouche	67.	4.2/7

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Telecastings

NBC rearrangement

As expected, NBC announced last week that the half-hour "dramedy," *Days and Nights of Molly Dodd* with Blair Brown, would return to the network's schedule Thursdays at 9:30 p.m. starting March 24. NBC has committed to 13 new episodes. *Night Court* will move to Fridays at 9 p.m. starting March 25, and will be followed by the returning *Beverly Hills Buntz*, which, originally scheduled as a so-called designated hitter (appearing once every four or five weeks), will get a shot as a regularly scheduled show. The network still has nine weeks of an initial 13-week order of the program in the can. *Miami Vice* will take a two-week hiatus and return to the schedule April 8 in the 10-11 p.m. slot currently occupied by the new midseason action drama, *Sonny Spoon*. *Spoon* will leave the schedule April 1 and will reappear in July for 13 weeks of new episodes. An NBC spokesman said last week that NBC Entertainment President Brandon Tartikoff is epected to announce more original summer programing on March 17.

'Pyramid' power

Returning by popular demand to the CBS daytime schedule is the game show *The $25,000 Pyramid*. The program had a 14-year run on CBS before being canceled last December, when it was replaced by *Black Out*. But, according to Michael Brockman, vice president, daytime, children's, and late night programing, after "thousands of viewer requests to bring back" *Pyramid*, the network went back to the show's producer, Bob Stewart, and asked him to produce the show again. It returns April 4, replacing the show that replaced it, *Black Out*. Dick Clark will return as the host. Clark also hosts and produces the syndicated *American Bandstand*, and also hosts the syndicated *The $100,000 Pyramid*, a spin-off of the network *Pyramid* program.

Curtain call

After a five-year hiatus, General Electric is bringing back the *G.E. Theater* to network television. The fully sponsored broadcast was first introduced in 1952 and featured host Ronald Reagan from 1953 to 1962. The new version will be in the form of made-for-TV movies with no host and will rotate among ABC, NBC and CBS. There will be two *G.E. Theater* presentations in 1988, the first on NBC in May (*To Heal A Nation*, about the struggle to build the Vietnam veterans memorial in Washington), and a second in the fourth quarter.

Taking AIM at Rather

Reed Irvine, Accuracy in Media (AIM) chairman, reacting to January CBS Evening News confrontation between anchor Dan Rather and Vice President George Bush charged that Rather's "20" interruptions "amounted to editing" not agreed to beforehand by Bush. February *AIM Report* urged a nationwide "impeach Dan Rather" petition drive because of Rather's "ambush" of the vice president.

AIDS advice

Communication's most powerful medium, television, should be mobilized nationwide in the fight against AIDS. This was the message Carolyn Wean, vice president and general manager of Group W's KPIX(TV) San Francisco, delivered to the Presidential Commission on AIDS on March 2 in Washington. In addition to describing the efforts of KPIX's *AIDS Lifeline* public service campaign, Wean requested that the commission develop a weekly digest to report the latest information on the disease and present a national AIDS information seminar.

Address: 1819 Mitchell Ave., Eau Claire, WI 54701. Principal is owned by Dale A. Ganske, Bill Bro and John Bortowski. Ganske has interest in WISM-AM Eau Claire, WI. Bortowski has interest in KRAL(AM)-KIQZ-FM Rawlins, WY. Filed Feb. 18.

■ Powell, WY (BPH850712P4)—Granted app. of MCS Broadcast Inc., which seeks 104.1 mhz; 78.01 kw H&V; 1925 m. Address: 1421 Crawford Drive, Billings, MT 59104. Principal is owned by Rex A. Shepperd, Raymond M. Mclean and Stephen Edward, who also own KUUS(AM)-KZLS-FM Billings, MT. Filed Feb. 23.

Facilities Changes

AM's

■ Flomaton, AL, WRBK, 1090 khz—Feb. 29—Amendment (870810AH) to change TL to 6 km east of intersection of State Rte. 749 and alternate State Rte. 95, Gonzalez, FL, and decrease power to 5 kw and change from non-DA to DA.

■ Sharon, CT, WKZE, 1020 khz—Feb. 23-Application for CP to increase power to 2.5 kw/1.8 kw (CH).

■ Olyphant, PA, WWAX, 750 khz—Feb. 23—Mod of CP (BP841224AF) to increase power to 1.6 kw.

■ Timmonsville, SC, WLRG, 1180 khz—Feb. 26-Mod of CP (BP851223AE) to make changes in ant. system, increase critical hour power to 10 kw and change TL to: 1 km East of Quinby, SC, and north of Hwy #358, Quinby, SC. 34 14 18N 79 43 17W.

FM's

■ Decatur, AL, WRSA, 96.9 mhz—Feb. 12-Mod of CP (BPED841227IA) to change HAAT to 308 m. and coordinates to 34 29 23N 86 37 38W.

■ Pacific Grove, CA, KAZU, 90.3 mhz—Feb. 8-Application for CP to change ERP (3.7 kw) and change HAAT to 159 m.

■ Hartford, CT, WQTQ, 89.9 mhz—Feb. 17-Application for CP to change ERP: 0.1 kw H&V.

■ Shafter, CA, KKBB, 97.7 mhz—Feb. 16-Application for CP to change TL: intersec. of Kratzmeyer Ave. and Nord Ave., 12 km SE of Shafter, Kern Co., CA; change HAAT: 100 m. H&V 35 25 10N 119 11 54W.

■ Royal Center, IN, WHZR, 103.7 mhz—Feb. 19-Mod of CP (BPH870529MC) to change TL: 100 m west of 50 East Road, .39 km south of 350 North Road, 40 48 43N 86 21 56W.

■ North Newton, KS, KBCU, 88.1 mhz—Feb. 9-Mod of CP (BPH860227MB) to change TL: 208 E. 27th St., North Newton, KS 38 04 26N 97 20 35W.

■ Kaplan, LA, KMDL, 97.7 mhz—Feb. 5-Application for CP to change (Per MM #86-429) ERP: 42.09 kw H&V; change freq: 97.3 mhz; TL: 5.57 km 185.2 degrees true from Youngsville, LA.

■ Mechanicsville, MD, WQMR, 98.3 mhz—Feb. 19-Mod of CP (BPH850613MC) to change TL: 4.25 km SW of Mechanicsville, MD; change HAAT: 100 m.; change ERP: 3 kw 38 24 49N 76 46 31W.

■ West Yarmouth, MA, WOCB-FM, 94.9 mhz—Feb. 4-Application for CP to change: TL: 278 South Sea Ave.; 41 38 06N 70 14 12W.

■ Zeeland, MI, WXYB, 89.3 mhz—Feb. 23-Mod. of CP to change: TL: 2 mi. NE of Zeeland, MI.

■ Marshall, MN, KKCK, 100.1 mhz—Feb. 3-Application for CP to change ERP to 100 kw (per docket MM-86-516); change HAAT to 292 m; change Freq. to 99.7 mhz; change TL to 1.3 km north of US Rt. 14, 2.7 km west of US Rt. 75, .5 km south of tower, and change antenna support structure height. 44 16 56N 96 19 15W.

■ Eldon, MO, KKNO, 101.9 mhz—Feb. 3-Mod. of CP (BPH861230MH) to change: HAAT: 154 m. H&V; change ERP: 1.279 kw H&V.

■ Marshfield, MO, KTOZ-FM, 104.9 mhz—Feb. 21-Application for CP to change ERP to 50 kw, HAAT to 150 m, antenna location to .4 mi east of county road KK and 4.7 mi nw of Fordland in Webster County, MO; change Freq. to 104.7 mhz (per MM docket 86-302) and change class to C2.

■ Baldwinsville, NY, WSEN(FM), 92.1 mhz—Feb. 19-Application for CP to change ERP to 25 kw and make changes in antenna system and change to class B1.

■ Danville, PA, WPGM-FM, 96.7 mhz—Feb. 17-Application for CP to change ERP: 0.57 kw H&V.

■ Kane, PA, WIFI, 103.9 mhz—Feb. 2-Application for CP to change TL to 27 North Fraley St., McKean county, Kane, PA, and change HAAT to 88 m, 41 39 34N 78 48 42W.

Summary of broadcasting
as of Feb 29, 1988

Service	On Air	CP's	Total *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

■ Anson, TX, KTCE, 98.3 mhz—Feb. 10-Mod of CP (BPH860708MH) to change ERP to 50 kw H&V (per docket 87-95), change frequency to 98.1 mhz and change HAAT to 89 m. H&V, 32 39 47N 99 51 13W.

■ Austin, TX, KHFI-FM, 98.3 mhz—Feb. 19-Mod of CP (BPH87030[illegible]I) to change TL: SSW side of Austin, TX, approx. 1.12 km SW of US Rte. 290 Brodie Lane Intersection; change HAAT: 214 m. H&V; 30 13 31N 97 49 29W.

■ Chattanooga, TN, WDYN, 89.7 mhz—Feb. 17-Application for CP to change: ERP: 100 kw H&V.

■ Tullahoma, TN, WKQD-FM, 93.3 mhz—Feb. 8-Application for CP to change: HAAT: 299 m. H&V; change TL: just north of Hwy 64 on Beans Creek Rd., 5 mi. N of Elora, Lincoln Co, TN; 35 05 22N 86 21 27W change antenna supporting structure height.

■ Charlotte Amalie, VI, WTEN, 102.1 mhz—Feb. 24-Mod. of CP (BPH840430IO) to change HAAT: 466.4 meters H&V; change TL: Signal Hill Mountain Estates, Charlotte Amalie, St. Thomas, VI; 18 21 23N 64 56 43W, change ant. supporting structure height.

TV's

■ Los Angeles, KTLA, channel 5—Feb. 26-Mod of CP (BPCT870508KT) to change ERP vis.: 44.7 kw; HAAT: 976 m.; TL: Mt. Wilson Antenna Farm, Mt. Wilson, CA; Ant.: Dialectric TDUM-3A5; 34 13 36N 118 03 56W.

■ Islamorada, FL, WIEB, channel 18—Feb. 29-Mod of CP to change ERP Vis. 316 KW, HAAT: 327 ft.; Ant: Bogner B6VG (DA).

■ Bowling Green, KY, WKYU-TV, channel 59—Feb. 23-Mod. of CP to change ERP vis.: 400 kw; HAAT: 648 ft.; Ant: Bogner DUI-32SP.

■ Las Vegas, KFBT, channel 33—Feb. 26-Mod of CP (BPCT850725KI) to change ERP vis.: 1294 kw; HAAT: 353 m.; TL: Henderson Comuntain, approx. 2.1 mi SW of Henderson, NV; Ant: SWRM Inc. SM-28-DA.

■ Columbia, SC, WCCT-TV, channel 57—Feb. 22-Application for CP to change ERP vis.: 5000 kw ; HAAT: 193 m.; TL: 1/4 mi. w of US Rte 1 on Cushman Drive, near Columbia, Richland Co, SC; Ant.: Andrew ATW30H3-HTT-57; 34 02 39N 80 59 52W.

■ Salt Lake City, KXIV, channel 14—Feb. 9-Mod. of CP (BPCT790822KE) to change ERP vis.: 15 kw ; HAAT: -77 m.; Ant.: Andrew ATW8G4-HSS-14 (DA); TL: 136 E South Temple, Salt Lake City; 40 46 09N 111 53 12W.

Actions

AM's

■ Anchorage, KBYR, 700 khz—March 1-Application (BP820304AJ) granted for CP to increase powers to 10 kw ; change TL to: 1777 Forest Park Dr., Anchorage, Municipality of Anchorage 61 12 25N 149 55 20W.

■ Carmel, CA, KRML, 1410 khz—March 1-Application (BMP861015AD) granted for MP (BP821022AA, as mod) to change TL to: 0.2 mi. SE of intersec. of Hwy 1 and Carmel River, Carmel River, CA 36 32 07N 121 54 29W.

■ San Jose, CA, KHTT, 1500 khz—Feb. 26-Application (BPFeb. 12AC) granted for CP to modify nighttime standard radiation pattern.

■ Monroe, CT, WMNR, 88.1 mhz—Feb. 24-Application (BPED850709ID) granted license to cover changes.

■ West Palm Beach, FL, WJNO, 1230 khz—Feb. 26-Application (BP860609AX) granted license to change TL to: Pompano Beach, FL 26 15 18N 80 08 49W.

■ Moorhead, MN, KVOX, 1280 khz—Mar. 1-Application (BPH870227ON) granted for CP to change TL: 1.6 km NE of Amenia, ND; change HAAT: 315 m. H&V and make changes in ant. sys; 47 00 43N 97 11 58W.

■ Springfield, MO, KWTO, 560 khz—Feb. 29-Application (BP870528AD) granted for CP to change Ant. system.; reduce night power to 4 kw; change TL to US Rte. 65 and County Route EE, near Selmore, MO; 36 56 40N 93 13 17W.

■ Harrisburg, PA, WCMB, 1460 khz—Feb. 25-Application (BP870330AZ) granted for CP to make changes in directional ant. sys. (incl. incr. in height of twr.).

■ Collierville, TN, WCRV, 640 khz—March 1-Application (BP870306AD) granted for CP to increase night power to 0.5 kw , DA-N, and change night TL to: 0.62 mi. E of Pleasant Hill Rd., 0.55 mi. S of intersec. of Holmes Rd., Capleville, TN; 34 59 51N 89 53 25W.

■ Menomonie, WI, WMNE, 870 khz—March 1-Application (BMP870331BF) granted for Mod. of CP to increase day power to 10 kw ; reduce night power to 0.6 kw ; change TL to: Hwy 25 and Beaver Tr., near Menominie, WI; reduce no. of towers to 4; 44 48 48N 91 55 34W.

FM's

■ Bay Minette, AL, WLPR, 105.5 mhz—Feb. 16-Application (BPH871002OT) granted for CP to change TL: 0.2 mi. W of Hwy 225, 0.63 mi. SSW of int. of Hwy 225 and Hwy 138, near Bay Minette, AL; change ERP: 1.9 kw

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Broadcasting Mar 21

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Vol. 114 No. 12

Broadcasting Mar 21

TV networks see less than 2% revenue rise for '87...page 23.

Metzenbaum gives cable "60 days" to improve...page 24.

Ad agency billings reach $17.45 billion in '87...page 35.

OR ELSE □ Senator Howard Metzenbaum (D-Ohio) warns cable industry to do better job of "self-policing" or legislation may result. **PAGE 24.**

TEACH YOUR CHILDREN □ Representative Edward Markey (D-Mass.) says during Hill hearing that he is intent on passing legislation to increase educational and informational programing and decrease advertising aimed at children on broadcast TV. **PAGE 25.**

BOTTOM LINE □ Exclusive tabulations supplied to BROADCASTING show that ABC, CBS and NBC television networks collectively took in $6.8 billion in 1987. Overall, prime time, late night and sports sales are up. **PAGE 23.**

TOP OF THE FIFTH □ Top 50 Fifth Estate advertising agencies' billings were up 5.4% in 1987, with TV-radio-cable billings reaching $17.5 billion. Young & Rubicam was first for 10th consecutive year. BROADCASTING's annual list of top ad agencies and breakdown of their broadcasting billings begins on **PAGE 34.**

CBS'S LATEST HURDLE □ Challenge to license of CBS-owned WBBM-TV Chicago is first time FCC has designated for comparative renewal hearing license of any of three commercial broadcast networks. **PAGE 43.**

CHANGING TIDES □ At AAF meeting in Washington, Congressional representatives hint of new era of regulatory restraint. **PAGE 46.**

SEEING RED □ Actors Jimmy Stewart and Burt Lancaster join Hollywood directors on Capitol Hill in lobbying for protection from "desecration" of films by colorization and editing for television. **PAGE 49.**

NEW AGE DAWNING □ Coleman Research says it is time to take new age radio format seriously. **PAGE 55.**

DOUGAN LEGACY □ Although it was not easy five-and-half years, Ambassador Diana Lady Dougan says of her recently relinquished job as first head of State Department's Bureau for International Communications that it was a "wonderful intellectual challenge." **PAGE 63.**

MURPHY'S CALL □ Capital Cities/ABC Chairman and Chief Executive Officer Thomas Murphy says broadcasters should embrace new technological advancements such as HDTV, but warns against improvements incompatible with current broadcast standards. **PAGE 67.**

MAN IN THE MIDDLE □ Hughes Television Network President John Tagliaferro has found his niche in keeping the satellite services customer satisfied. **PAGE 87.**

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keting Society's pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 20-22—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

Open Mike

No foreign ownership

EDITOR: Joe Waz's March 7 "Monday Memo" expressing the opinion that foreign interests should be allowed to own more than 20% of American radio and TV stations was both shocking and thought provoking. Joe, like many who view today's media marketplace, seems to feel that broadcast properties are like pork bellies, simply to be bought and sold to the highest bidder regardless of nationality or interest.

Wall Street has promoted the same theory although still under the American banner, as we watch major U.S. properties being auctioned off as if they were mere balance sheet entrees. Deregulation has promoted a free marketplace mentality that has been both good and bad. From the good side, many lethargic old companies that were in some respects just taking up spectrum space have been replaced with younger, more aggressive firms ready to take their place in the history books. From the bad side, many investor types have infiltrated the broadcast ranks with only bottom-line interests in mind and literally destroyed great broadcast institutions with the stroke of a pen.

What the selling of newspapers, cable systems or book publishing houses has to do with this ownership argument is hard to visualize. None use the public's property or are licensed as is broadcasting. Where broadcasting is different is that broadcasters merely hold a license from the government to operate in the public interests, but do not own anything other than their equipment, perhaps some small amount of real estate and the obligations to continue each broadcast day.

I would not sell our system short by saying that foreign dollars would make broadcasting more responsive and competitive. I cannot accept the "freedom of the press belongs to those who own one" concept at all. The quid pro quo idea that if we let foreigners in our broadcasting system, they'll let us in theirs is a bit pie-in-the-sky.

What Joe perhaps does not comprehend is the thousands of broadcasters who expend their personal efforts, creativity and sweat to keep ours the best system on earth. Not just for the money, but in the belief that broadcasting provides a service as well as a good business opportunity. I question seriously if anyone who has ever stood behind a camera or microphone feels that broadcast licenses are mere commodities for international trade. What we have with Joes's commentary is the overbroad view of deregulation. What our American broadcasting system is in reality, is a healthy, viable system. While imperfect, it does not need to be turned into a for-the-highest-bidder commodity to be traded internationally. For some, at least, it is an interesting balance between business and a service—a goal far more worthy of protecting than economic diversity of ownership.—*Charles Giddens, managing partner, Media Venture Partners, Washington.*

Proper role

EDITOR: After reading BROADCASTING's Feb. 15 story about KCNC-TV Denver's news pilot crossing the line between observer and participant, I feel obligated to speak out in the defense of the pilot and the television station's news director.

First of all, we journalists are still human beings. We have a responsibility to our community and fellow human beings—especially when someone is in harm's way. The television news pilot witnessed the murder of an off-duty police officer by an armed robbery suspect and followed in his helicopter. The suspect lost the police in a high-speed pursuit, and the pilot then witnessed the suspect trying to commander another vehicle. When the suspect failed, he fired two shots at the automobile's occupants. The pilot witnessed the suspect take an elderly man hostage and order him into his pickup truck. As the hostage drove his truck from his home, the suspect hid on the floor. The pilot, unable to contact the police directly, saw the truck pass four police cars. The former military and sheriff's department pilot saw enough. He took action using the only thing available to him—his helicopter—and stopped the truck. Police officers saw the helicopter stop the vehicle and spotted the suspect. The police officers took over from there.

On Jan. 17, my cameraman and I used our news helicopter to rescue 54 people trapped at a seaside hotel during a flood in southern California. The fire department asked for our help, and we halted our newsgathering to help people in need. Not surprising, the very same people that complained about KCNC's pilot complained about us—the competition.—*Robert Tur, KNX(AM) Los Angeles.*

Cross referencers

EDITOR: For shame! Suggesting that reference librarians don't know how to have a good time ("Editorials", March 14).

We may be a bit short on glitz, but we are no strangers to hoopla. *Susan M. Hill, Ann L. Cardace and Karen G. Livesay, reference librarians, National Association of Broadcasters, Washington.*

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RADIO TELEVISION CABLE SATELLITE

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TOP OF THE WEEK

EXCLUSIVE TABULATIONS

TV networks: Holding on to slender gains

Overall, prime time, late night and sports sales up; losses for daytime, news, children's dayparts

ABC, CBS and NBC television networks collectively took in $6.8 billion in 1987, a less than 2% increase over 1986. But the three-network net revenue from TV advertising time sales would have been even weaker, according to data supplied to BROADCASTING by accounting firm Arthur Young & Co., if not for a relatively good fourth quarter.

The fourth-quarter net time sales revenue was up more than 7% to $2.1 billion over the same period in 1986, with the strongest growth in late night, prime time and news, the unaudited figures show (see chart below).

Although individual results vary among the three networks, on a collective basis only prime time, late night and sports were up for the year, with losses registered for daytime, news and children's dayparts.

Last year, net time sales revenue was reported off in both the third and first quarters for the three broadcast networks together, with the tally edging up only slightly during the second quarter (BROADCASTING, June 1, Aug. 10 and Nov. 16, 1987).

Prime time, the largest daypart, accounting for half of the three networks' total sales, reported net revenue in 1987 up 5.5% to $3.4 billion, bolstered by a 9%-plus fourth-quarter increase to $958 million. The daypart had shown increases of nearly 7% in the third quarter, 4% in the second and 2% in the first.

The next largest revenue segment, sports, showed the strongest growth for the year of any of the categories, up nearly 9% to $1.2 billion. A fourth-quarter increase of 6% to $509 million in time sales added to the category's 21% second-quarter spurt. Time sales had been up 13% in the first quarter as well, although they dropped in the third quarter.

Daytime, the third largest daypart, was the bad news again this year. Off for three of the four quarters and dropping to $1.1 billion for 1987, daytime was down nearly 10% last year. Its only growth was in the fourth quarter, with a 2% increase over 1986 to $307 million in net revenue.

The category, off 3.6% in 1986 over from 1985, had decreases of 24% in the third quarter of 1987, almost 7% in the second quarter and nearly 13% in the first quarter of the year.

Also off heavily for the year were the three-network news sales, dropping nearly 6% to $686 million. News, although helped by a 8% jump in fourth-quarter net time sales, was otherwise down for the year, with 18% and 12% drops in the third and first quarters, respectively.

The children's daypart, smallest of the

Television network revenues: 1987 versus 1986

(Add 000)

	Prime Time	*Late Night*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenues from client-supplied programing							
1986	$19.865	$49	$0	$0	$1,237	$0	$21,151
1987	28,445	0	315	0	9,644	0	38,404
% increase (decrease)	43.19	(100)	0	0	679.63	0	81.57
All other gross revenues from time sales							
1986	3,759,750	341,666	1,395,998	170,027	1,310,766	855,183	7,833,390 *
1987	3,958,727	355,226	1,258,633	168,491	1,414,365	806,946	7,962,388 *
% increase (decrease)	5.29	3.97	(9.84)	(0.90)	7.90	(5.64)	1.65
Total gross revenues from time sales							
1986	3,779,615	341,715	1,395,998	170,027	1,312,003	855,183	7,854,541
1987	3,987,172	355,226	1,258,948	168,491	1,424,009	806,946	8,000,792
% increase (decrease)	5.49	3.95	(9.82)	(0.90)	8.54	(5.64)	1.86
Less advertising agency commission							
1986	565,741	52,185	207,976	25,488	196,133	126,085	1,173,609
1987	596,735	53,050	187,594	25,003	211,238	120,769	1,194,389
% increase (decrease)	5.48	1.66	(9.80)	(1.90)	7.70	(4.22)	1.77
Total net revenues from time sales							
1986	3,213,874	289,530	1,188,022	144,539	1,115,870	729,098	6,680,932
1987	3,390,437	302,176	1,071,354	143,488	1,212,771	686,177	6,806,403
% increase (decrease)	5.49	4.37	(9.82)	(0.73)	8.68	(5.89)	1.88

**Includes $68,053,000 in color insertion revenues for 1987 and $54,786,000 for 1986* six, was also down just slightly in 1987, registering a less than 1% decline for the year at $144 million. Fourth-quarter revenue was off less than 1% from last year, and although the category saw a 17% spurt in the first quarter, it suffered substantial declines in the second and third quarters. The daypart had been off about 10% in 1986 over 1985.

Late night again showed growth last year, although not quite at its 1986 level. For 1987, late night net time sales were up 4.3% to $302 million, with a 17% fourth-quarter increase to $90 million. The daypart was up roughly 3% in the first quarter, flat in the second and off about 3% in the third quarter.

Fourth-quarter revenues, Arthur Young said, were reported by two networks on a 13-week basis and by one on a 14-week basis, reflecting each network's fiscal reporting and books of account.

The figures also include color insertion revenue (the commercial integration charge for insertion into the national network) for 1987 of $68.053 million; for 1986, $54.786 million; for the fourth quarter, 1987, $20.713 million, and for fourth quarter, 1986, $11.170 million. ☐

Metzenbaum talks tough to cable

Senator, critical of cable's growing market power, holds hearing and says industry has 60 days to shape up or face restrictive legislation

Senator Howard Metzenbaum (D-Ohio) issued a stern warning to the cable industry last week that it needs to do a better job of "self-policing." Cable has "60 days" to meet that challenge, Metzenbaum said, or he may seek legislative action. As chairman of the Senate antitrust subcommittee, Metzenbaum convened a hearing to explore what he feels is the growing anticompetitive behavior on the part of the cable industry toward broadcasters and some of the newer technologies (wireless cable and home satellite). Metzenbaum also is disturbed about increases in consumers' subscription rates, which he said, have "zoomed upwards," leading to, in some cases, a jump of "200%, 300% or even 400%."

Cable's developing market power seemed to be at the heart of the hearing. "I am extremely bothered by reports that the cable industry is freezing its potential competition out of the market by refusing to provide programing or by making programing available at artificially high prices," said the senator.

Metzenbaum clashed with the industry earlier when he fought provisions in the Cable Communications Policy Act of 1984 that greatly curtailed local municipal authority over cable, including the power to regulate rates. (Rate deregulation took effect last year.)

The National Cable Television Association commissioned its own rate study which, according to its president, James P. Mooney, shows "that while the average basic rate increased by 10.6% during the first six months of 1987, the average rate for premium services declined by 2.3% with the result that the average net subscriber bill increased by only 6.7%." Mooney said those findings are backed up by figures released by the Bureau of Labor Statistics that, he said, show "average net cable rates up by only 6.6% from 1986 to 1987."

At first, Metzenbaum said the hearing was "not a precursor to legislation" but was intended to "sound a warning" to cable that it has "grown powerful...and with that power there can be abuse." But as the testimony proceeded, it was clear the lawmaker still has second thoughts about the Cable Act. "Some of us feel we were had when we passed that bill," said Metzenbaum to Mooney and other industry witnesses. "I think some of us are ready to revisit this issue."

Senate antitrust hearing

Metzenbaum

Mooney responded by telling the senator that cable is "sensitive" to his concerns. "We don't like to stonewall Congress and insist that all we do is fine. We try to be as flexible as we can," said the NCTA president, who also urged Metzenbaum to "keep in mind [that] we think we're putting something good on the table."

Just how many other senators share Metzenbaum's view is uncertain. Attendance at the hearing was sparse. Only Senators Strom Thurmond (R-S.C.) and Gordon Humphrey (R-N.H.) attended, and briefly. (Members were said to be drawn away by a competing subcommittee hearing and the Nicaraguan-Honduran situation.)

Cable critics contend that because of growing vertical integration within the industry, programers are under pressure from MSO's not to sell to wireless cable or home satellite in areas where they compete with cable. The driving force behind Metzenbaum's investigation is believed to be the wireless cable business, which has a strong presence in his home state.

Testifying on behalf of wireless cable was James Theroux, who runs MetroTEN Cablevision, a wireless cable operation in Cleveland. Also present was Mark Foster, chairman and chief executive officer of Microband Co., the country's largest wireless cable operator. Both Foster and Theroux told of difficulties they have encountered with cable programers, many of whom refuse to do business with them.

"These impediments to competition consist of refusals to deal by satellite programers such as HBO, Showtime, Disney, USA Network, and many others. These programing services are to cable what milk, eggs, and bread are to a grocery store," said Theroux, adding: "Without milk and eggs, no competitor to cable will have a chance of surviving in the retail marketplace."

Wireless cable operators can use up to 33 microwave channels—10 allotted to multipoint distribution service (MDS), 20 to the instructional television fixed service (ITFS) and three to the operational fixed service (OFS)—in each market to broadcast multiple channels of programing to paying subscribers. To receive signals, the subscribers have to be equipped with antennas (which, often look like concave oven or barbeque grills), downconverters and cable-like converters/descramblers.

It has been noted by industry sources that Metzenbaum's interest in cable issues may have something to do with his bid for reelection. There were other witnesses from Ohio, including Wendell Triplett of WWAT-TV Chillicothe; Milton Maltz, Malrite Communications Group of Cleveland, and George Kocian with the Home Satellite Television Association, Tiverton.

Like Kocian, Thomas Burke, represent-

BROADCASTING's top 50 advertising agencies

(All figures are in millions)

Agency	Broadcast/cable Billings	Combined Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast Percentage agency's Total billings	% change from 1986	Last Year's rank
1.Young & Rubicam	1,798	1,624	1,086	538	123	38	85	51	70	+12.5%	1
2.Saatchi & Saatchi DFS	1,160	1.100	697.2	372.7	61.6	17.0	4.6	31.1	77.5	-1.7%	—
3.Leo Burnett	1.120	1070	825	245	30	10	20	20	71	+19%	4
4.J. Walter Thompson	962.7	874.9	517.3	357.6	87.8	27.2	60.6	—	59%	-21	2
5.BBDO	885.1	763.8	376.3	387.5	121.3	36.4	84.9	25.2	58.2	-7%	3
6.D'Arcy Masius Benton & Bowles	857	759	465	294	77	24	53	21	64	+3%	5
7.Backer Spielvogel Bates	819.5	751.2	580.3	170.9	56.9	11.8	45.1	11.4	83.3	+15.2%	—
8.Foote, Cone & Belding	810	702	354	348	74	5	69	34	58.8	+21%	7
9.Ogilvy & Mather	756	650	450	200	81	45	36	25	71	+9.7	8
10.Grey Advertising	677.2	604.9	384.6	220.3	44.3	3.3	41.0	28.0	52.0	+19.9	10
11.Lintas:USA	671.0	582.0	436.0	146.0	72.0	15.0	57.0	17.0	55.0	+7.5	—
12.DDB Needham	616.4	563.9	352.3	211.6	52.0	—	—	0.5	50.7	-4.1	9
13.McCann-Erickson	591.8	509.1	320.4	188.7	65.9	1.0	64.9	16.8	58.0	+15.5	11
14.NW Ayer	436.4	386.4	292.9	93.5	37.0	17.0	20.0	13.0	55.0	+13.0	15
15.Bozell, Jacobs, Kenyon & Eckhardt	438.0	321.5	165.8	155.7	97.8	12.5	85.3	18.7	38.1	+6.0	13
16.Advanswers	280.5	265	180	85	10	-	10	5	80	—	19
17.Wells Rich Greene	255.8	231.3	168.6	62.6	24.3	7	17.2	2	59.1	+11	21
18.Campbell Mithun	234.6	208.6	47.9	160.7	24.3	2.4	21.9	1.7	55	+5	22
19.Jordan, McGrath, Case & Taylor	223	203	142	51	20	12	8	10	80	+27	29
20.Tracy Locke	218.1	180.7	35.2	143.5	35.4	3.5	31.9	2	84	+4	24
21.William Esty Co.	208	192	134	58	15	4	11	1	65	-37	18
22.Ketchum Communications	203.4	167.9	62.9	105	30.3	13.3	17	5.2	33.4	+6.9	26
23.Della Femina, Travisano & Partners	190	168.5	71.8	96.7	19.6	1.7	17.9	1.9	65	8.7	30
24.McCaffrey & McCall	184.1	145.5	95	50.5	32.7	—	32.7	5.9	62	+201	48
25.Laurence Charles Free & Lawson	183	144	68	76	25	14	2	23	61	+92.4	40
26.Admarketing	175	161	0.5	160.5	14	—	14	—	87	+8	31
27.Ally Gargano/MCA	171	159.2	76.5	82.7	4.8	—	4.8	7	54	-2.8	28
28.Lowe Marschalk*	151.5	144.4	96.2	48.2	7.1	—	7.1	—	50	-18.2	27
29.W.B. Doner*	145.8	104.3	12.6	91.7	38.5	-	38.5	3	59	+13	34
30.Chiat/Day Inc. Advertising	143.5	129.4	52.7	76.7	14.4	—	—	—	60	4.7	33
31.Hal Riney & Partners	135	130	80	50	4	1	3	1	70	—	—
32.Levine, Huntley, Schmidt	132.2	115.7	60.8	54.9	12.3	12.3	—	4.2	72.6	+44.1	46
33.Scali, McCabe, Sloves	129	117	75	42	12	5	10.5	—	62	-32.9	25
34.Dailey & Associates	127	115	80	35	12	—	12	4	85	10.4	37
34.HBM/Creamer†	127	62.3	31.7	28.2	6.7	—	6.7	2.4	71	-14.3	32
36.AC&R/DHB&Bess Advertising	122.8	113.1	29.7	83.4	9.7	—	9.7	—	39.6	—	—
37.Griffin Bacal	121.3	119.3	27	92.3	—	—	—	2	75.6	+5.2	36
38.Tatham-Laird & Kudner	106.9	89	59.4	29.6	12	7.2	4.8	5.9	44.2	+5.2	39
39.Ammirati & Puris	102	97	56	41	2	5	—	2	67	+66	47
40.Warwick Advertising	101.6	91	71	20	5.6	2.8	2.8	5	73	35.1	48
41.Davis, Johnson, Mogul & Columbatto	100.8	76.4	0	76.4	23.9	0	23.9	55	75%	—	
42.The Bloom Companies	97.5	68.8	22.6	47.2	27.7	3	24.3	1	80	-5.9	38
43.Lord, Geller, Federico, Einstein	89.5	78.5	73.7	4.8	10.1	6.9	3.2	0.9	50%	+1.0	41
44.Kornhauser & Calene	83	74	62	12	3	1	2	6	70	-3	42
45.TBWA Advertising	71.3	59.9	7.6	52.3	10.1	—	10.1	1.3	56	—	—
46.Rosenfeld, Sirowitz, Humphrey & Strauss	68	65	35	30	2	—	2	1	70	-2	44
47.Ingalls, Quinn & Johnson	64.8	55.2	13.1	42.1	8.6	—	8.6	1	48	—	—
48.Earle Palmer Brown	59.5	46	1	45	13	—	13	5	24	+32	50
49.Evans Communications	48.1	32.8	—	32.8	15.3	—	15.3	—	58	1	—
50.HCM USA	47.4	36.9	17.2	19.3	10.5	2.8	7.6	—	30	-1	49

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* Asterisk indicates agency billing figures are estimates

— Dash indicates no billings reported for that category

† HBM Creamer's total broadcast/cable billings are for all offices; broken out figures provided were for Boston and Hartford, Conn., offices only

Top 50 Fifth Estate ad agencies: billings up in '87

Between agency mergers, the largest account switch in agency history, the debut of the peoplemeter and the Oct. 19 stock market plunge, 1987 will go down as a year of big changes in the advertising business. Nonetheless, U.S. broadcast/cable billings among the top 50 advertising agencies continued to grow, according to BROADCASTING's 36th annual survey.

For 1987, those television-radio-cable billings amounted to $17.45 billion, up 5.7% from 1986, when they totaled $16.5 billion. Of that $17.45 billion, television billings were up 6.2% from $14.59 billion in 1986 to $15.5 billion in 1987; radio billings were up 4.6% from $1.6 billion in 1986 to $1.57 billion in 1987; cable billings were up 8% from $386 million in 1986 to $417.35 million in 1987.

The top spot in broadcast billings went to Young & Rubicam for the 10th straight year, as it posted growth of 12.5% in broadcast-cable billings, compared to last year's 5.4% single-digit growth over 1985, coming in at $1.798 billion in this year's survey.

As private company Y&R was finishing its year, a spate of mergers among publicly traded agencies again threatened to keep stationer's busy staying abreast of name changes. It was that merger activity and the largest account switch in history that gave BROADCASTING's "Top 50" a new number two this year.

The former perennial second place finisher, J. Walter Thompson, fell to fourth place in 1987 because of the defection of Burger King's $200 million in business. Winning the Burger King account was NW Ayer, newly merged with Cunningham & Walsh.

Replacing JWT behind Y&R is Saatchi & Saatchi DFS ($638 million behind Y&R, versus the $388 JWT trailed the leader by in the 1986 survey). Saatchi & Saatchi DFS, the product of a merger of Saatchi & Saatchi and DFS Dorland, billed $1.251 billion in 1987.

If one combined the billings of the various top 50 agencies purchased by the industry's largest holding company (London-based Saatchi & Saatchi PLC) in 1987, the total would come to $2.84 billion, outdistancing Y&R's $1.798 billion by $810.2 million. Top 50 agencies owned by Saatchi & Saatchi PLC include Saatchi & Saatchi DFS, Backer Spielvogel Bates, and its subsidiaries Campbell-Mithun, AC&R/DHB&Bess Advertising Inc. and Cobbs & Brady.

Another agency merger in 1987 created Lintas:USA, the combination of SSC&B and Campbell Ewald, which posted Fifth Estate billings of $671 million in 1987.

Billings figures for companies newly merged since last year's survey are compared to the sum of the 1986 figures for the companies involved.

Of the merger activity that has hit the advertising industry over the past several years, Gary M. Susnjara, chairman and co-chief executive officer at Saatchi & Saatchi DFS, said things could be "settling down a bit now. Most of the mergers are done." Now, he said, large agencies will be "filling in the holes" in their subsidiary structures with consulting groups.

At left is a ranking of the top 50 broadcasting-cable advertising agencies in terms of domestic billings. Below is an alphabetical listing of those agencies. For the most part, billings figures were obtained directly from the agencies. Where that was not possible, estimates from other sources were used.

AC&R/DHB&Bess Advertising

Saatchi & Saatchi DFS subsidiary AC&R/DHB&Bess Advertising had broadcast billings totaling $122.82 million in 1987. Broadcast/cable billings accounted for 39.6% of the agency's total billings, roughly $300 million. The bulk of the broadcast/cable money, $113.1 million, was in television, with most of that spent on spot ($83.4 million). Radio buys came to $9.675 million while cable spending was not available. Major clients for AC&R include Seiko, Estee Lauder, Tri-Star Pictures and Paramount Pictures.

Admarketing

Spot TV billings for the Los Angeles-based Admarketing Inc., which account for most of its total billings, were up more than $13 million last year over 1986. Network TV billings were off slightly over the previous year, while radio was up $1 million. Major accounts added were, for spot TV and spot radio, HomeClub, MGM Grand Air and Superior Brands, and for spot TV, both SelecTV and Level Care Products. Other major accounts include Aqua Chem Products, Circuit City, Standard Shoes and C&R Clothiers. Accounts resigned included Jenny Craig Weight Loss Centers, Standard Brands Paints and Air Cal.

Advanswers Media/Programing

Total broadcast and cable billings for Advanswers came to $280.5 million in 1987, about flat with the previous year's total of $280 million. Total television billings for the agency in 1987 were $265 million ($180 million network and $85 million spot), and radio billings came to $10 million (all spot). Cable billings totaled $5.5 million. Accounts added by Advanswers last year included Ralston Purina, Airwick Industries, Monsanto, Bissell Inc., Durkee French Foods and The Digits Co. The agency said that it did not resign from any accounts in 1987.

Ally Gargano

Ally Gargano's TV network billings were up $3.6 million over 1986, offset by a drop in TV spot billings. Radio spot and cable TV billings were both off from the previous year. Major new accounts added during 1987 included Showtime and The Movie Channel; Cadbury Schweppes's Motts apple juice, apple products, Rose's lime juice and Hallard House; Fieldcrest Mills' Sanford-Bigelow Carpets; Heinz's Weight Watchers yogurt; Pfizer's Ben Gay; Tambrands' Le Bain; Harley Davidson cigarettes, and Andrew Jergens' Vitamin E and Lanolin soap. Other accounts include Dunkin' Donuts, Bryan Foods, Ralston Purina, Oral Research and Bank of New York. Major accounts resigned include Federal Express, Ciba Geigy's Acutrim and Strohs Brewery.

Ammirati & Puris

Ammirati & Puris reports total radio and TV billings of $102 million for 1987 with most allocated to network ($56 million) and spot ($41 million) TV. Radio totaled $2 million and cable came in with $5 million, up from $2.8 million in 1986. Club Med returned to the agency and Brown Forman, a liquor importer, was also picked up. RCA, which is expected to add an additional $10 million to $20 million, came aboard too late to be included in 1987's figures. Other major accounts at Ammirati & Puris include BMW, UPS, Cadbury Schweppes, Chiquita fresh fruit and Grolsch.

NW Ayer

Combined broadcast-cable billings for NW Ayer in 1987 are up 13% over 1986 to $436.4 million. Total television billings were up 19.5% to $386 million (network was $292.9 million and spot totaled $93.5 million), while overall radio billings slipped from $42 million to $37 million (network captured $17 million and spot reached $20 million). Cable expenditures, meanwhile, rose from $8.2 million to $13 million.

Major accounts added in 1987 include Burger King USA, Dunlop Slazenger sporting goods, Gillette Right Guard, Toni home permanent, Silkience hair products, Procter & Gamble (Citrus Hill Plus Calcium and Citrus Hill Lite) and Chuckles Candy. Among the accounts that left the agency last year are U.S. Army, Club Med, duPont Industrial, Bahamas Tourism, American Home Products and the Rice Council.

Backer Spielvogel Bates

Total broadcast-cable spending for Backer Spielvogel Bates, the result of the merger of Ted Bates with Backer Spielvogel last fall, came to $819.5 million. That is up 15.2% from the combined 1986 domestic broadcast-cable billings of Ted Bates and Backer Spielvogel. Of the $819.5 million, $751.2 million went to television while $56.9 million was placed through radio. Cable accounted for $11.8 million.

Among the major accounts added at

Backer Spielvogel Bates during the past year are Castle & Cook (Dole), U.S. Mint, British Airways, CBS/Broadcast Group, Northrop Corp. and Wendy's International. Major accounts resigned include AFA Service Corp. (Arby's), Paddington Corp. (J&B scotch), Panasonic, U.S. Navy, Continental Baking, Maybelline and DHL Worldwide Courier.

BBDO

BBDO fell from third place in 1986 to fifth place in 1987. And as the agency's broadcast-cable billings fell 7% (from $951 million in 1986 to $885.1 million in 1987, a drop of $65.9 million), so too did the percentage of broadcast-cable billings fall within the agency's overall media mix. In 1986 BBDO reported that 72% of its overall billings were in broadcast/cable, but in 1987 that percentage fell to 58.2%. Among broadcast media, television billings were off $54.2 million from 1986, and cable billings fell $3.8 million from $29 million in 1986 to $25.2 million in 1987. Meanwhile, radio billings rose from $104 million in 1986 to $121.5 million in 1987. Major accounts resigned at BBDO were Jacqueline Cochran and GE Consumer Electric. Accounts added included the U.S. Navy, Pizza Hut, Slice (Pepsico), Oppenheimer and Oral B 40. Major continuing accounts at BBDO include Apple, Pepsi-Cola, General Electric, Dodge, Campbell Soup, Gillette and Wrigley.

Bloom Companies

The Dallas-based Bloom Companies, which reported no cable billings in the past, bought $1 million-worth of cable time in 1987. Total billings came to $97.5 million with radio cashing in at $27.7 million and TV at $68.8 million. Major accounts added by The Bloom Companies include Church's fried chicken, Dallas convention and visitors bureau and Carnation. Other major accounts are Sandoz, Pentax, Alfa Romeo and Sterling Optical in Bloom's New York bureau, and Nestle, Maybelline, Block, Anheuser-Busch, Campbell Taggart bakery division and Skaggs in Dallas. Major accounts that resigned were Zale jewelry, Del Taco and Seven Seas salad dressing and Chiffon margarine.

Bozell, Jacobs, Kenyon & Eckhardt

The agency rose 6% in combined broadcast-cable billings in 1987 over the previous year to $438 million. Of that combined figure, $321.5 million went to television, $97.8 million for radio and $18.7 million for cable. For television, $165.8 million was channeled through network and $155.7 million through spot. For radio, $83.3 million went to spot and the remainder to network.

Among the accounts gained last year are ABC News, Firestone Tire & Rubber, Blue Chip Electronics, Clarion Corp., Armour canned meats, Dial Corp. for Tone soap, Florida State lottery, and Lawn Boy. Accounts dropped include Ocean Spray cranberries, DeLaurentiis Group, B. Dalton Bookseller and Decker Foods.

Leo Burnett USA

Chicago-based Leo Burnett U.S.A. saw its billings soar $180 million (19%) in 1987 to $1.120 billion, to keep it fourth in billings. In 1986 Burnett had broadcast-cable billings of $940 million. Television was responsible for $175 million of that rise, as radio stayed at $30 million, and cable went from $15 million to $20 million. Major Burnett accounts are Allstate, Beatrice, Heinz, Keebler, Kellogg's, Kraft, McDonald's, M&M/Mars, Oldsmobile, Procter & Gamble, Pillsbury, RCA, Salada, Mrs. Smith's pies, Seven Up, Starkist, United Airlines, Union Carbide, Union Oil, Whitney's yogurt and Richardson-Vicks.

Campbell-Mithun

Total broadcast and cable billings for Campbell-Mithun came to $234.6 million in 1987, up $11 million (5%) from the previous year. The agency accumulated $208.6 million in television billings ($47.9 million in network and $160.7, million in spot), and $24.3 million in radio billings ($2.4 million network and $21.9 million spot). Cable billings totaled $1.7 million. Accounts added included Dayton Hudson, National Pork Producers, 3M, Kroeger, General Mills and Contol Data. Accounts lost included North American Plant Breeders, Poly-Tech Inc., Computer Depot, Kohler Co., Quaker Oats, Ashley's, A.C. Material Handling and Eaton Corp.

Chiat/Day

Chiat/Day reported 5% higher TV and radio billings in 1987. New accounts included Nissan, for $150 million in annual billings, but the agency resigned the Porsche account because of the resulting conflict of interest. Chiat/Day also lost Pizza Hut to BBDO. Other major accounts include NYNEX, Sara Lee, National Car Rental, Quaker Oats and Reebok.

Dailey & Associates

Broadcast billings at Dailey & Associates climbed to $127 million in 1987, from $115.1 million in 1986, an increase of 10.4%. The jump in broadcast television billings ($115 million in 1987 from $96.0 million in 1986) accounted for the increase. Cable television billings remained at $4 million, and radio billings dropped to $12 million in 1987 from $15 million in 1986. New accounts for Dailey this year included Honda scooters, the California lottery, Beatrice/Hunt-Wesson (Swiss Miss and La Choy brands) and Carnation specialty foods. Six of Dailey's seven major accounts bought network television time; those major accounts include Honda motorcycles, scooters and power equipment, Teleflora, Beatrice Foods, Armor All, Carnation, Great Western Bank and Ford Dealers of Southern California.

D'Arcy Masius Benton & Bowles

Broadcast/cable billings at DMB&B rose 3% in 1987 to $857 million compared to the $833 million the company handled in 1986. Television accounted for $759 million, rising from $707 million in 1986; radio accounted for $77 million, falling from $104 million, and cable accounted for $21 million, falling slightly from 1986's $22 million. Overall spending at DMB&B on broadcast-cable was down slightly from 1986, when it accounted for 69% of the agency's billings, to 64% of overall billings in 1987. Clients gained by the agency in 1987 included GM's incentive program, the American Dairy Association's butter account, a variety of Anheuser-Busch accounts including Saratoga and A'Sante brands bottled waters and the National Automated Clearing House Association's banking direct deposit account. Accounts lost include Budget Rent-A-Car, ShopKo, WBBM-TV Chicago, The National Dairy Board, MCI and Pitney Bowes. Among DMB&B's existing major accounts are Dow Chemical, FTD, General Foods, General Motors, Procter & Gamble, Richardson-Vicks, Whirlpool and M&M/Mars.

Davis, Johnson, Mogul & Columbatto

New to BROADCASTING's top-50 agency list, DJM&C reported combined broadcast and cable billings in 1987 of about $100.8 million. That figure represents about 75% of the agency's 1987 domestic billing total of $134,220,551. The Los Angeles-based agency did all of its television and radio business in the spot market, with television billings amounting to slightly more than $76.3 million, and radio billings coming to almost $24 million. The agency's cable billings came to $550,000. New accounts last year included Millers Outpost, Krauses Sofa Factory, *Orange County* [Calif.] *Register*, All American Sports Club, Chihuahua beer, and the Tahiti tourist promotion board. The agency reported one account resigned—Mid-Atlantic Toyota Dealers Association. Major continuing accounts include: McDonald's (California, Oregon, and Washington), Ralph's Grocery Stores, Glendale Federal Savings, Knots Berry Farm, U.S. Borax, Chief Auto Parts, and Toyota Dealers of Southern California. The agency also handles KGO-TV San Francisco, and KABC-TV and KWFB(AM) both Los Angeles.

DDB Needham Worldwide

Combined broadcast-cable billings for DDB Needham in 1987 dipped 4.1% from its 1986 level to $616.4 million. Television spending accounted for $563.9 million of the total while radio reached $52 million and cable came to $464,000.

Accounts and new assignments added in 1987 include Discover Card, Maybelline USA, National Dairy promotion and research board, Frito-Lay, General Mills, Ralston-Purina (the last three for new product lines), NEC Home Electronics USA, and GTE Spacenet.

Among those accounts lost or resigned last year are Sea World, GTE Communication System, Liz Claiborne and Capital

Cities/ABC's WRQX(FM) and WJLA-TV, both Washington.

Della Femina, Travisano & Partners Inc.

Della Femina, Travisano & Partners Inc. was up more than $15 million in broadcast billings to $190 million in 1987 (8.7%), thanks to new accounts including Fairfax Publications' *Ms.*, *Sassy* and *Self* magazines and Squirtco. Brands added to existing accounts included the Texas commercial banking division to the Chemical Bank account, Zip-Pack to Dow and Dr. Scholl's products to Schering-Plough. Della Femina spread the new money evenly across television, radio and cable.

W.B. Doner

Billings at W.B. Doner were up by approximately 14% over 1986 with projections for combined radio and TV spending at $145.8 million for 1987. Cable accounted for $3 million of that total. TV network spending is estimated at $12.6 million, TV spot at $91.7 million and radio spot at $38.5 million. W.B. Doner bought no radio network time in 1987. Accounts added include BP Oil International Ltd., IMS Pet Food, Greater Michigan Ford Dealers, Arby's and Budget Rent a Car. Accounts that resigned during the year were Little Caesar Enterprises (pizza) and Philips Home Products.

Earle Palmer Brown

Earle Palmer Brown increased its broadcast billings in 1987 by $15 million over 1986. Most of that increase came from spot TV, which rose 77% to $45 million. Total agency billing is $250 million, of which 59.5% is broadcast related. Accounts added by Earle Palmer Brown during the year include U.S. Air, Pacific Southwest airlines and Elm Services (medical services marketing company). Other major accounts are Roy Rogers, Bob's Big Boy and Safeway.

William Esty Co.

Total broadcast and cable billings for Esty came to $208 million in 1987, off almost 37% from the previous year's $329 million. The company reported losing several major accounts last year, including Mastercard International, Nissan Motor Corp., Chesebrough Pond's and Genesee. The agency's television billings last year totaled $192 million ($134 million network, $58 million spot) and its radio billings came to $15 million ($4 million network, $11 million spot). Esty reported $1 million in cable billings and one major account gained last year—Brown & Williamson.

Evans Communications

Salt Lake City's Evans Communications had broadcast/cable billings of $48.1 million in 1987. That money was divided between spot television ($32.8 million) and spot radio ($15.3 million). Evans spent 48% of its clients' money on broadcast advertising. Those clients include Evans and Sutherland Computer Corp, the Deseret News and Aristech Chemical Corp.

Foote, Cone & Belding

Broadcast/cable billings at Foote, Cone & Belding rose $111 million, or 7%, in 1987 (from 1986's $699 million to $810 million). In 1986, broadcast/cable amounted to 81% of FCB's overall media mix, but in 1987 that percentage decreased to 58.8%. Television was up from $618 million to $702 million, radio from $61 million to $72 million, and cable was up from $20 million to $34 million. Fueling that growth was the acquisition of accounts including Beecham Cosmetics, Corbin Ltd., Holland America Line-Westours, Mary Kay Cosmetics and MCA Universal Studios. Accounts resigned included Carnation, Doubleday Literary Guild, Harris Corp., Radisson, *Self* magazine and Supercuts.

Grey Advertising

Broadcast-cable spending for Grey in 1987 increased by 19.9% to $677.2 million. Total TV billings came to $604.9 million; radio, $44.3 million, and cable, $28 million. Of the overall television expenditures placed by Grey, $384.6 million went through network television while $220.3 million were channeled through spot. The bulk of the radio dollars went into national spot ($41 million) with the remainder for network ($3.3 million). Cable billings accounted for $28 million.

Key accounts and new assignments added during the year include Corning Glass Works, Kohler Co., the Sugar Association, Thompson Medical, Kraft Refrigerated Products, Lucky stores, Merle Norman Cosmetics, Seagrams Classics Wine, Borden for its Pasta Group, Continental Baking for Home Pride breads and Stroh's Brewery for Schaeffer beer and White Mountain Cooler.

Accounts resigned in 1987 include Holly Farms, Bristol-Myers for Ban deodorant, Procter & Gamble for Duncan Hines cookies, Timex, Toys 'R' Us, Venture Stores and Church's fried chicken.

Griffin Bacal Inc.

Griffin Bacal Inc. appears in the top 50 for the second year with combined broadcast and cable billings of more than $121 million—up 5% from 1986. Network television and cable spending showed little change; however, TV spot billing jumped from $84.3 million to $92.3 million in 1987. Griffin Bacal purchased no radio time this year. New accounts include Commodore Business Machines Inc., with billings of $2.3 million, and Stride Rite Corp., with billings of $900,000. Other major accounts include Hasbro, Playskool and Milton Bradley, all active in games and toys. No accounts have been resigned.

HBM/Creamer

HBM/Creamer's total broadcast/cable billings of $127 million in 1987 included $69 million from the Boston and Hartford offices, plus total radio/TV billings of $55.5 million from Chicago and $2.5 million from Pittsburgh branch offices. Figures in table on page 34 are for Boston and Hartford only. Major accounts include Parker Brothers, CVS, Molson Light, Titleist, Foot Joy, Kinney and Stanley and Allied, both with Olympics sponsorships.

HCM USA

As a result of its voluminous international business, HCM USA's domestic billings accounted for only 30% of its total spending in 1987. Of total radio and TV billings of $47,385,000, radio accounted for $10,472,000 and TV for $36,913,000. HCM bought no cable time in 1987. Accounts acquired in 1987 by HCM's Los Angeles office are Suzuki, Community Dental Center and Hertz Car Sales, while the New York office captured Colgate-Palmolive, Absorba (infant clothing), Alfred University, Jim Beam (Gilby gin and vodka, Old Grandad bourbon), Westin Hotels (St. Francis, Arizona Biltmore) and All American Gourmet. Accounts resigned: Singer, Blue Cross/Blue Shield, Spiegel, R.T. French, Clarion, Inland Health Plan, Targeted marketing, National Education Corp. and Security Pacific Bank.

Ingalls, Quinn & Johnson

Ingalls, Quinn & Johnson debuts in the BROADCASTING "Top 50" with $65.8 million in broadcast billings, representing slightly less than half of the Omnicom subsidiary's total billing. Major broadcast clients for the Boston-based agency include the women's clothing store T.J. Maxx, Ocean Spray, New England Nissan dealers, Honeywell Bull and the William Carter Co.

Jordan, McGrath, Case & Taylor

Jordan, McGrath, Case & Taylor reported a $74-million increase in TV network and TV spot billings over 1986, although both radio and cable TV registered slight declines. New accounts for the agency included Quaker [illegible] Cereals, American Home Products and Sega Video Games. Its major accounts are Nestle, Aetna Life Insurance, Norcliss Thayer (Tums, Avail and Oxy), Tonka toys, Block Drug and Procter & Gamble.

Ketchum Communications

Ketchum Communications Inc. made up for a $14-million falling off in TV spot billings from 1986 with an equivalent gain in TV network billings last year, staying close to its 1986 broadcast TV billings total. The Pittsburgh-based agency also had $4 million in new cable TV billings for the year, although radio was off nearly $7 million from 1986. Among Ketchum's major accounts are Acura (with both network TV participations and sponsorships and spot TV), Beatrice/Hunt-Wesson (network and spot TV), Beef Industry Council (network and spot TV and network and spot radio), Bell Atlantic (spot TV), Pizza Hut (spot TV), Safeway (spot TV) and Schering (network TV and network and spot radio).

Kornhauser & Calene

Broadcast-cable billings at Kornhauser & Calene Inc. fell $2 million (3%) in 1987 from 1986. Among broadcast categories television was off $5 million from 1986's figures to $74 million in 1987. That loss in television was all in network billings. Radio billings were again $3 million, while cable doubled in size from $3 million in 1986 to $6 million in 1987. New broadcast clients for the agency included Palmolive Laboratories. Returning broadcast/cable clients are American Home Products, Church & White (Arm & Hammer baking soda) and National Westminster Bank USA.

Laurence, Charles, Free & Lawson

Laurence, Charles, Free & Lawson increased their billing by 93% in 1987. Total radio, TV and cable billings grew to $183 million—$87.9 million higher than in 1986. TV network spending grew by approximately 96%, while TV spot increased 55%. On the radio side, network expenditures remained stable while spot billing rose by 220%. This spending comprised 61% of domestic billings by the company. Major accounts added: Ban, McDonald's Corp., Rockford, Thompson Medical Co., and Air France.

Levine Huntley Schmidt

Levine Huntley Schmidt increased its billings by more than $41 million dollars in 1987. Combined spending for broadcasting-cable came in at approximately $131 million with TV accounting for $115 million, radio $12 million and cable $4 million. Several accounts resigned during the year (Knoll furniture, Management Science America and Whataburger), however, the agency gained (Beneficial Corp., Oscar Meyer, Genesee Brewing Co., U.S. Health Care and Panasonic), more than it lost. Other major accounts at Levine are Suburu America (approximately eight distributors) and Citizen Watch.

Lintas: USA

Broadcast-cable domestic billings for Lintas: USA (the result of the October 1987 merger of SSC&B and Campbell-Ewald) last year reached $671 million, up 7.5% over the combined broadcast-cable billings of SSC&B and Campbell-Ewald for 1986 (BROADCASTING, Feb. 16, 1987).

Total television spending accounted for $582 million. Of that figure, $436 million went through network and $146 million through spot. Overall radio billings totaled $72 million, the majority of which ($57 million) was targeted for spot. And another $17 million was channeled through cable.

Major accounts added during 1987 include Mastercard International, Carnation Fancy Feast and Chevrolet. Accounts resigned include Mennen; National Car Rental and Tenneco.

Lord, Geller, Federico, Einstein

The big news for LGFE in 1987 was that it regained the account for *The New Yorker* after a year's absence. Prior to that, the agency had had the account for 15 years. In addition to the magazine, the agency picked up Loehmann's, Prince tennis equipment and the *Wall Street Journal Report* last year. Accounts resigned were Northrop Corp. Lord, Geller continues to handle IBM, Dean Witter, Anne Klein II, WNBC-TV New York, Capital Markets, Fuji, Contel and Schieffelin & Co.

Total broadcast billings increased slightly in 1987, from $88.5 million to $89.5 million, with the biggest rise in network television, from $64.2 million to $73.3 million. Network radio billings increased from $3.2 million to $6.9 million spurring a total radio billings increase from $6.5 million to $10.1 million.

Lowe Marschalk

Lowe Marschalk dropped approximately $30 million in broadcast billings from 1986, primary out of the network TV category, which declined from 1986's $126.4 million to an estimated $96.2 million in 1987. Major accounts added during the year (which brought in an additional estimated $70 million in billings), included The Mennen Co. and Antonovich, with additional assignments from Xerox, Johnson & Johnson, Strohs Brewery and Citibank. Major accounts resigned include Chesebrough Ponds, Gillette, Bob Evans Farms and Royal Viking, accounting for $16 million lost in actual billings (worth $30 million on an annual basis).

McCaffrey & McCall

Total broadcast billings at McCaffrey & McCall took a major leap in 1987, more than doubling 1986's figure of $61 million, to a new high of $184,140,000. Five new accounts were picked up: Ciba Vision (contact lenses), Ricoh copiers, *Highlights for Children* (magazine), Royal Oak charcoal and Western Union. Hiram Walker, a distillery, resigned. Combined network and spot TV spending jumped from $47.5 million to more than $145 million while radio went from $11 million to more than $32 million. Almost $6 million was allocated to cable. Heavy spenders at McCaffrey & McCall include Mercedes Benz, Burroughs-Wellcome Co. (Actifed and Sudafed), New York State lottery and Baccardi Imports Inc.

McCann-Erickson

Broadcast-cable expenditures for McCann-Erickson for 1987 amounted to $591.8 million, up 15.5% from its 1986 projected spending level. Of the total figure, broadcast television accounted for $509.1 million ($320.4 million for network and $188.7 million for spot); $65.9 million for radio ($1 million for network and $64.9 million for spot) and $16.8 million for cable.

Among the new accounts and assignments gained by the agency in 1987 include Cheseborough-Pond's (six products); American Home Products (eight products); United Merchants for Etienne Aigner and Village Apparel; General Motors for Lotus sports cars and medium duty trucks; and Exxon for debit cards and covenience stores. Assignments lost include Haagen Dazs ice cream; Dunlop sporting goods; and Pacific Coca-Cola Bottlers.

Ogilvy & Mather

Ogilvy & Mather saw broadcast/cable billings rise almost 10% in 1987, up $67.1 million from 1986. O&M's media mix remained at 71% of broadcast/cable and 29% for other media. Behind the agency's growth was new business including a $20-million Ford parts and service account, a $37-million Chesebrough-Ponds account, and a $12 million account with Beecham. O&M went from $600.4 million in television billings in 1986 to $650 million in 1987; from $80 million in radio billings in 1986 to $81 million in 1987, and from $8.5 million in cable billings in 1986 to $25 million in 1987.

Hal Riney & Partners

Hal Riney & Partners had broadcast/cable billings totaling $135 million in 1987, comprising 70% of that agency's billings. The bulk of those billings were in television, which accounted for all but $5 million of the agency's broadcast/cable total. Of that television spending, $80 million went into network and $50 million was in spot. Riney put $4 million of its clients' money into radio and another $1 million into cable. Those clients include Alamo Rent-A-Car, Peachtree Door Co., Blue Cross/Blue Shield National Association, Perrier Inc., Bob Evans Farms and the Chicago Tribune Co.

Rosenfeld, Sirowitz, Humphrey & Strauss

Broadcast spending in 1987 at Rosenfeld, Sirowitz, Humphrey & Stauss showed a modest increase of 2% over figures from 1986. Seventy percent of the agency's billings were accounted for by broadcast with combined TV spending of $65 million, radio (spot only) of $2 million and cable of $1 million. Major accounts include Delta, Bain de Soleil (new), Block Drug, Playtex, Swatch (new) and Luzianne. One broadcast account, Charles Of The Ritz (Forever Krystle and Opium) resigned.

Saatchi & Saatchi DFS

The agency's domestic broadcast-cable billings last year dipped slightly (1.7%) from the combined billings of DFS Dorland and Saatchi & Saatchi Compton in 1986—Saatchi & Saatchi Co. PLC purchased Dancer Fitzgerald Sample (DFS) in 1986—to $1.16 billion (BROADCASTING, Feb. 16, 1987). Television billings (including cable spending) came to $1.1 billion and radio billings totaled $61.6 million. Network television accounted for $697.2 million and spot for $372.7 million. On the radio side, network pulled $17 million and spot $44.6 million. Cable billings, meanwhile, reached $31.1 million. The combined broadcast-cable billings of Saatchi & Saatchi DFS represent 77.5% of the agency's total domestic billings.

Among accounts gained in 1987, through Saatchi & Saatchi's New York office (known domestically as Saatchi & Saatchi DFS Compton), are CPC International (Hellman's mayonnaise), Sara Lee Corp., Isotoner hosiery, Reuters, General Mills (Betty Crocker's fruit roll-ups and pudding roll-ups), Tyson Foods and Chevron Chemical Co. (through the agency's San Francisco office).

Accounts resigned during the past year include RC Cola, American Home Products, Cadbury Schweppes, Jeffrey Martin, US Healthcare, Luden's, BVD division of Union Underwear and Thompson Medical.

Scali, McCabe, Sloves

Combined broadcast billings for this agency came to $129 million in 1987, off 33% from the previous year. The agency said its television billings were off 30% to $117 million ($75 million network and $42 million spot). Its radio billings came to $12 million ($1.5 network and $10.5 million spot), compared to $36.8 million in 1986.

Tatham-Laird & Kudner

At Tatham-Laird & Kudner, radio, TV and cable billings increased 5% overall from 1986 to $106.9 million in 1987. Most of the growth can be traced to cable, which showed a 35% increase to $5.9 million. TV and radio came in at $89 million and $12 million respectively.

TBWA Advertising

TBWA Advertising Inc. had broadcast/cable billings of $71.3 million in 1987, representing just over half of that agency's total billings. The majority of that $71.3 million was spent on television, with the company placing $53.3 million in spot and $7.6 million in network. Another $1.3 million was spent on cable and $10.1 million was spent on radio, all of that in spot. Major TBWA clients include Anheuser-Busch's Eagle snacks, Acura and Chock Full O' Nuts.

J. Walter Thompson USA, Inc.

Last year's second place agency in billings falls to fifth place this year with a drop of $247.3 million in billings ($1.120 billion in 1986 compared to $962.7 million in 1987), or a fail of 21%. Leading the way in JWT's bad news was the loss of the $200 million Burger King account, which was reassigned to N.W. Ayer in the largest account switch in advertising agency history. Among broadcast media, JWT's billings slide amounted to a $241.1 million fall in television ($1.116 billion in 1986, compared to $874.9 million in 1987), while in radio it grew by $13.8 million (from $74 million in 1986 to $87.8 million in 1987). For cable, the agency reported $20 million in billings in 1986. In 1987, however, JWT reported no cable billings activity. In terms of their part of the overall media mix at JWT, broadcast advertising fell from 70% of the agency's billings in 1985, to 59% of billings in 1986.

Tracy-Locke

Tracy-Locke said that its combined broadcast and cable billings were up about 3% in 1987, totaling $216.1 million. Television billings for the agency totaled $178.7 million ($35.2 million for network, $143.5 million for spot), while its radio billings came to $35.4 million ($3.5 million network, $31.9 million spot). The company reported cable billings of $2 million.

Warwick Advertising

Warwick Advertising increased its billings by 35% in 1987 for a combined radio and TV total of $101.6 million. Sixty-five percent of the agency's total domestic billing came from TV with 4% each going to radio and cable. Calvin Cooler (wine coolers) was the only account resigned during the year with BVD, Crossland Savings bank and Schumacher (fabric company) being added. Other major accounts are Sterling Drug, Crafted With Pride in USA Council, Van Munching (Heineken, Amstel), Crossland and CPC (Rit dye).

Wells, Rich, Greene

Wells, Rich, Greene saw broadcast billings rise 11% in 1987. Fueling that growth was an increase of almost $30 million in television billings, which helped compensate for slight declines in radio and cable. The majority of the new TV billings were spent on network buys. The broadcasting percentage of WRG's billings remained at 59% in 1987.

Young & Rubicam

Despite the merger activity in the agency business that has created a formidable new second place agency in Saatchi & Saatchi DFS, Y&R remained an imposing number-one in 1987 in broadcast billings with $1.798 billion. That represents an increase of $200 million over 1986, returning the agency to double digit broadcast billings growth (12.5%) after 1986's 5.4% growth. All of that contributed to what the privately held agency said was another year of record income, and a year in which it said it "didn't buy billings. We grew on our own." Y&R's total broadcast billings also increased the margin of its first-place finish. In 1986 it billed $388 million more than second-place J. Walter Thompson. And 1987's $1.798 billion in broadcast-cable billings gives it $638 million more in billings than second-place Saatchi & Saatchi DFS. The $200-million broadcast-cable billings increase for Y&R came from $161 million more in television billings (mainly spot), to bring television to $1.624 billion; $32 million more in radio billings (also mainly in spot), to bring it to $123 million, and $7 million more in cable, to bring it to $51 million.

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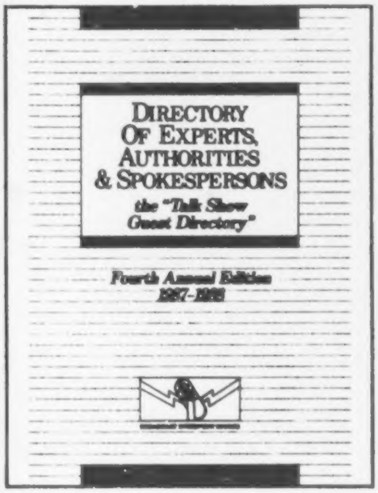
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vice's policy of airing unedited, uncut and uncolorized movies without commercial interruptions. "We respect the artistic integrity of the film director," said McEnroe. AMC, which has 10 million subscribers, expects to have 15 million by year's end, said McEnroe, evidence, she added, that audiences want to see films as they were made.

The chief exhibitor of colorized movies has been Turner Broadcasting Systems, which is systematically colorizing a number of films from the film library Turner bought from MGM. Two weeks ago Turner announced that several more colorized films will make their premiere on his new network, Turner Network Television, and on his WTBS(TV) Atlanta later this year. They include "Casablanca," "David Copperfield," "Key Largo" and "Somebody Up There Likes Me."

Turner told a southern California cable audience, when he announced those films' premieres, that most people "would rather see programing in color than black and white. [Steven] Spielberg and [George] Lucas can do whatever they want to with their movies, and I ought to be able to do whatever I want to with our movies." Lucas and Spielberg were among Hollywood directors who testified against colorization in a Hill hearing earlier this year.

Stewart and Lancaster appeared last Tuesday on *Larry King Live* on the Cable News Network, owned by TBS.

Although the actors and DGA acknowledged the odds were against them, they vowed to continue the fight. Silverstein paraphrased a line from the black-and-white Jimmy Stewart film, "Mr. Smith Goes to Washington." "Lost causes," he said "are the only ones worth fighting for." □

BBC head calls for greater emphasis on programing

Checkland says service should not have 'finger in every new pie,' but does want to supply filling

The British Broadcasting Corp. must renew its traditional emphasis on program making and remain on the sidelines in the development of new media in Europe, according to the BBC's new director-general, Michael Checkland, who spoke before an Academy of Television Arts and Sciences luncheon in Los Angeles last Monday, March 14.

Checkland, who took over as head of the noncommercial broadcaster last year, said: "The new BBC has opened its doors to the real world and to the changing landscape of broadcasting, and accepted the economic and competitive realities. Clearly, we intend to remain the major broadcaster in the United Kingdom and across radio and television, but we no longer wish to have a 'finger in every new pie.' "

Despite the development in Britain and throughout Europe of the delivery technologies of satellite, cable and new terrestrial services, Checkland said: "The BBC has no intention of becoming directly involved ...neither in their management nor in their financing."

The company is "keen," however, to act as a program supplier to the new services, Checkland said, and it already sells programs to a European satellite service, Super Channel, and the Arts & Entertainment channel in the U.S. and expects to be a supplier for the soon-to-be launched European Broadcasting Union Eurosport channel.

Checkland, who praised some American programing now airing in the U.K., including *Cagney and Lacey*, *M*A*S*H* and *Dallas*, also said that while the BBC now produces some 12,000 hours of TV programs a year, it is moving to make more use of independently produced shows, and will provide some $45 million to help fund the 600 hours of independent programing it plans to air by 1991.

The BBC whose public funding is now tied to a retail price index, is also looking for ways to expand its supplemental revenue. For instance, the company hopes to double revenue and profits by 1991 for its program syndication arm, BBC Enterprises, which is already growing more active in the U.S. market. Checkland said the company also began recently to lease off-air, late-night hours on its BBC-2 service to specialized information services for recording on home VCR's.

At the same time, the organization, which has a staff of more than 29,000, is looking to cut back that number by at least 5% over the next five years.

Other areas must also remain a lower priority, Checkland said. "I cannot see the BBC being able to provide money for high-definition [TV] production in the forseeable future," he said, "and I am long sighted. However, as a major program seller, the BBC would not want to be unable to provide high-definition programs in the long term if the consumers in America and elsewhere demanded them."

Week 25: NBC takes prime, CBS takes evening news

Nielsen	□	Net	Show	□	AGB
1.	25.6/40	N	Cosby Show	1.	26.5/41
2.	24.9/38	N	Cheers	3.	24.4/37
3.	23.9/36	N	Different World	4.	23.6/35
4.	22.7/35	N	Night Court	6.	22.0/34
5.	21.4/36	N	Golden Girls	2.	24.7/39
6.	21.2/32	C	Murder, She Wrote	5.	22.1/33
7.	20.1/31	C	People's Choice Awards	12.	18.4/30
8.	20.0/32	A	Growing Pains	15.	17.7/28
9.	20.0/34	C	60 Minutes	8.	20.6/34
10.	19.5/31	N	Aaron's Way Special *	7.	21.2/33
11.	19.4/31	A	Head of the Class	20.	16.3/25
12.	18.9/30	N	NBC Monday Movie	16.	17.3/29
13.	18.5/29	N	ALF	10.	19.2/30
14.	18.4/29	A	ABC Sunday Movie	22.	15.7/26
15.	18.2/32	N	Amen	9.	20.2/34
16.	17.8/28	A	Who's the Boss?	14.	17.7/27
17.	17.6/28	N	Matlock Special	13.	17.9/28
18.	17.4/32	N	Hunter	17.	17.0/31
19.	17.2/30	C	Knots Landing	26.	15.0/26
20.	16.6/25	N	Valerie's Family	18.	16.9/26
21.	16.3/25	C	Newhart	19.	16.6/25
22.	15.9/24	N	Family Ties	11.	18.5/28
23.	15.7/27	N	L.A. Law	24.	15.4/27
24.	15.3/26	C	Dallas	21.	15.8/26
25.	15.2/25	C	CBS Special Movie (Wed.)	27.	14.8/24
26.	14.4/21	N	Day by Day	25.	15.0/22
27.	14.4/25	N	227	23.	15.6/25
28.	14.2/23	A	ABC Monday Movie	41.	12.4/21
29.	13.6/23	N	Miami Vice	35.	13.0/22
30.	13.5/24	N	Facts of Life	30.	13.7/22
31.	13.2/20	A	Hooperman	42.	12.3/19
32.	13.2/20	C	Designing Women	35.	13.0/20
33.	13.0/20	A	MacGyver	47.	10.5/16
34.	12.9/20	C	48 Hours	44.	11.9/18
35.	12.7/20	C	Kate and Allie	31.	13.4/21
36.	12.6/22	A	Perfect Strangers	34.	13.0/22
37.	12.5/20	A	20/20	29.	14.2/25
38.	12.4/21	A	Full House	40.	12.4/21
39.	12.4/22	C	Magic/David Copperfield	28.	14.4/23
40.	12.3/21	A	Dynasty	51.	10.1/18
41.	12.1/18	A	Supercarrier	46.	10.5/16
42.	12.1/22	C	Falcon Crest	37.	12.6/22
43.	11.9/19	C	Frank's Place	43.	12.0/19
44.	11.9/18	N	NBC Sunday Movie	38.	12.5/20
45.	11.7/21	N	Sonny Spoon Detective	49.	10.3/18
46.	11.7/20	N	Highwayman	32.	13.3/22
47.	11.6/22	C	Cagney and Lacey	33.	13.1/25
48.	10.7/17	A	Slap Maxwell Story	55.	9.2/14
49.	10.3/16	C	Simon and Simon	48.	10.4/16
50.	10.3/17	N	Our House	39.	12.5/20
51.	9.8/16	A	Mr. Belvedere	52.	9.8/16
52.	9.8/17	A	Dolly	50.	10.2/16
53.	8.5/16	N	Year in the Life	45.	10.6/19
54.	9.4/16	C	Beauty and the Beast	53.	9.4/16
55.	9.0/16	C	Tour of Duty	59.	8.2/13
56.	8.8/15	A	Disney Sunday Movie	56.	8.8/14
57.	8.7/16	A	Spenser: For Hire	57.	8.7/16
58.	8.5/16	N	Decision '88: Super Tues.	58.	8.3/16
59.	8.2/13	A	Probe *	54.	9.3/14
60.	8.2/14	A	Buck James	66.	7.2/13
61.	8.1/14	A	Ohara	61.	8.0/13
62.	7.9/15	C	West 57th	60.	8.0/15
63.	7.5/12	A	Hotel	62.	7.8/12
64.	7.2/12	A	'88 Vote: Super Tuesday	63.	7.7/13
65.	7.2/12	C	B. Manilow: Swing Street	67.	6.6/12
66.	6.6/11	A	Thorns	65.	7.3/12
67.	5.7/9	C	Campaign '88: Super Tues.	64.	7.3/12
68.	4.4/7	C	Redeye Express	68.	5.0/8

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offices in New York and Nashville.

David Ochoa, a former cable operator and communications executive with the Methodist Church, will be chief executive officer and general manager of VSN.

First for TNT

Jones Intercable has become the first large multiple system operator to sign for Turner Broadcasting System's new service, Turner Network Television, which will begin Oct. 3. Jones said it will launch TNT in its 950,000 homes nationwide on that date. Other signings last week included Galaxy Cablevision (44,000 homes), Prestige Cable (46,000 homes) and 85% of Cardinal Communications systems, which in total serve 58,000 homes.

Shown above are Jones Intercable President Glenn Jones and Turner Cable Network Sales President Terence McGuirk, sealing the deal.

Cable concentration

Nielsen said cable penetration reached 51.1% in February, totaling 45,480,100 households. Palm Springs, Calif., continued to be the most heavily cabled market, with penetration at 87%. To date, cable penetration has reached 40% in 17 of the top 20 markets, with the three cities below 40%—Chicago, Dallas-Fort Worth and Washington—close to that figure. Pittsburgh, at 63.6%, remains the most heavily cabled city in the top 20. A list of those markets, their penetration percentages and household totals follows:

1. New York (43.2%)	2,969,350
2. Los Angeles (41.2%)	1,915,420
3. Chicago (38.0%)	1,168,530
4. Philadelphia (51.6%)	1,331,850
5. S.F.-Oakland (54.5%)	1,168,660
6. Boston (59.6%)	1,230,570
7. Detroit (43.7%)	734,370
8. Dallas-Fort Worth (39.6%)	651,530
9. Washington (39.8%)	642,210
10. Houston (43.7%)	633,610
11. Cleveland-Akron (48.8%)	706,470
12. Minneapolis (40.5%)	511,550
13. Atlanta (45.8%)	578,600
14. Tampa-St. Petersburg (53.7%)	659,770
15. Seattle-Tacoma (59.6%)	730,280
16. Miami-Fort Lauder (53.3%)	639,930
17. Pittsburgh (63.6%)	750,790
18. St. Louis (41.1%)	436,080
19. Denver (46.8%)	471,610
20. Phoenix (43.3%)	406,290

Satellite incentive

Viacom Satellite Networks announced a dealer's incentive program designed to award home satellite dish dealers with benefits for increased sales of VSN subscriptions. VSN's package is modeled on the airlines' frequent flyer programs, with a two-tiered benefits structure.

Dealers with 15 annual phone-in subscriptions make the "A" list, affording them the opportunity to purchase a VideoCipher II decoder for $339, which VSN says is $20 off the wholesale price, for each subscription sold. Dealers also receive a 10% discount on Showtime/The Movie Channel premiums shipped to the dealer, free monthly program guides, additional purchase materials and are eligible for prizes in a monthly drawing.

Those dealers hitting the 20 subscriber level yearly make the "Preferred" list, gaining all the "A" list benefits, plus a $45 rebate for each subscription sold to Showtime/The Movie Channel, an $8 rebate on a Playboy subscription when phoned in with a Showtime/TMC subscription and targeted local public relations materials.

ACE's and papers

Continental Cablevision took top honors for the most nominations in the 10th annual system ACE award competition sponsored by the National Cable Television Association. Of the 167 nominees, Continental took home 23, Cablevision Systems 19, American Television & Communications 15 and Cox Cable 14.

Among individual systems, the TKR Tri-System in Warren, N.J., took top honors with seven nominations, while Cablevision Systems of Connecticut and Suburban Cablevision of New Jersey had six each. The finalists in the overall commitment category for systems larger than 30,000 subscribers are Continental Cablevision of Cook county, Ill.; Dynamic Cablevision of Hialeah, Fla.; Media General of Fairfax, Va.; Suburban Cablevision of East Orange, N.J., and Viacom Cablevision of Long Island, N.Y.

The nominees in the small system category are Cablevision of Brookline, Mass.; Maclean Hunter Cable of Garden City, Mich.; Paragon Cable of Irving, Tex.; Sunflower Cablevision of Lawrence, Kan., and Tele-Communications Inc. of Skokie, Ill.

Final judging will take place this week, with the winners announced at the NCTA convention on May 2 in Los Angeles.

NCTA also announced the winning entries in its management paper competition, which will be featured at a panel session on May 1 at the NCTA show.

They are: small-market classic systems: James Kingsdale, Paradigm Alabama Cablevision, Guin, Ala., and Jon Scott, ATC, Coronado, Calif.

Large-market classic systems (pre-1976): Jack Olson, Adelphia Cable, Niagara Falls, N.Y.

Established urban-suburban systems (launched between 1976-79): Michael

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■ Mammoth Springs, AR, KAMS, 95.1 mhz—Mar. 9-Application (BPH870206IJ) granted for CP to make changes: TL: 1 mi S of Mammoth Springs, AR; ERP: 100 kw (H&V); HAAT: 650 feet; 36 28 38N 91 33 33W.

■ St. Petersburg, FL, WFTI, 91.7 mhz—Mar. 4-Application (BPH861230JZ) granted for mod of CP to make changes TL: 360 Central Ave., St. Petersburg, FL; HAAT: 86 m.; 27 46 15N 82 38 19W.

Actions

FCC Actions

■ Garden City, NY—Approved a settlement agreement between Phoenix Media Corporation and Long Island Radio Communications, Inc. concerning interim authority to operate WLIR-FM at Garden City. (MM Dockets 84-36, 84-38 by Order [FCC 88-43] adopted Feb. 29 by the Commission).

■ Second report on inquiry into scrambling of satellite TV signals and access to those signals by owners of home satellite dish antennas (Gen. Docket 86-336 by Second Report [FCC 88-67] adopted Feb. 25 by the Commission).

■ Little Rock, AR—Denied Capital Communications Corp. review of a Review Board decision granting Leininger-Geddes Partnership a TV station at Little Rock. (MM Docket 85-361 by Order [FCC 88-84] adopted Feb. 29 by the Commission).

■ Sparks, NV—Remanded to the Presiding ALJ a case involving ~~the mutually~~ exclusive applications of Comstock Broadcasters, ~~Inc.~~ and Pepper Schultz for an FM station on Channel 221A (92.1 MHz) at Sparks. (MM Dockets 83-1206-07 by MO&O [FCC 88-85] adopted Feb. 29 by the Commission).

■ Garland D. Moser—Upheld staff's denial of Moser's request under the FOIA for inspection of certain documents withheld to protect FCC sources. (By Order [FCC 88-88] adopted Mar. 1 by the Commission).

■ Harry Steven Davoust—Upheld staff's denial of Davoust's request for documents under the FOIA in which he had been named in complaints. (By Order [FCC 88-89] adopted Mar. 1 by the Commission).

■ FCC shortens public inspection file retention period—MM Docket 87-100 (Report DC-1119, Action in Docket Case) Reduced the period that broadcast licensees must keep applications, ownership reports and various supporting documents comprising their public file to one license term or until grant of the first renewal application, whichever is later. Action by the Commission Mar. 8 by R&O (FCC 88-98).

■ TV technical and operational rules streamlining proposed—MM Docket 88-114 (Report DC-1122, Action in Docket Case) Proposed changing Technical and operational requirements of Subpart E of Part 73 to delete any regulations that are unduly burdensome, outdated or unneeded. Action by the Commission Mar. 9 by NPRM (FCC 88-100).

■ FCC proposes to amend rules concerning downgrading FM allotment to a lower class—MM DOCKET 88-118 (Report DC-1124, Action in Docket Case) Proposed downgrading an FM allotment to a lower class by permitting an applicant to file only an application without having to first file a petition for rulemaking, as required by current rules. Action by the Commission Mar. 11 by NPRM (FCC 88-103).

■ FCC upholds denial of East Texas' request for extensions of time to build TV stations (Report MM-312, Mass Media Action)—Upheld staff action denying East Texas Television Network, Inc. extensions of time to build TV stations in Denison, Paris and Nacogdoches, TX, and returning its applications to modify those stations' facilities. Action by the Commission Mar. 11 by Order (FCC 88-105).

■ Review denied in Neptune Beach/Green Cove Springs, FL, FM channel reallotment (Report MM-313, Mass Media Action) Affirmed an Mass Media Bureau action returning a rulemaking proposal filed by Willis and Sons, Inc. to reallocate Channel 224A (92.7 MHz) from Green Cove Springs to Neptune Beach, FL, and modify its license for WSVE(FM) to specify Neptune Beach. Action by the Commission Mar. 11 by MO&O (FCC 88-106).

■ FCC upholds dismissal of proposal to allot FM channel 258B to Santa Isabel, PR—MM Docket 85211 (Report DC-1118, Action in Docket Case) Upheld dismissal of proposal to allot FM Channel 258B (99.5 MHz) to Santa Isabel, PR, over the objections of Pablo Rodriguez and Amor Family Broadcasting Group.

Staff Actions

■ Mobile, AL—Designated for hearing applications of Evangel Christian School, Inc. and Goforth Media for a noncommercial FM station on Channel 203 (88.5 MHz) at Mobile. (MM Docket 88-87 by Order [DA 88-264] adopted Feb. 18 by the Chief, Audio Services Division, Mass Media Bureau).

■ Holmes Beach, FL—Designated for hearing 21 applications for an FM station on Channel 254A (98.7 MHz) at Holmes Beach. (MM Docket 88-85 by Order [DA 88-258] adopted Feb. 17 by the Chief, Audio Services Division).

■ Berea, KY—Designated for hearing applications of Richard L. Plessinger, Sr., Berea Broadcasting Co., Inc., Bradley Scott Park, The Wallace Co., and Mary R. McGill for an FM station on Channel 294A (106.7 MHz) at Berea. (MM Docket 88-88 by Order [DA 88-252] adopted Feb. 17 by the Chief, Audio Services Division).

■ Fairhaven, MA—Designated for hearing five mutually exclusive applications for an FM station on Channel 296A (107.1 MHz) at Fairhaven. (MM Docket 88-89 by Order [DA 88-254] adopted Feb. 19 by the Chief, Audio Services Division, Mass Media Bureau).

■ Thief River Falls, MN—Designated for hearing the applications of Thief River Radio and Rital Cole for an FM station on Channel 274C1 (102.7 MHz at Thief River. (MM Docket 88-90 by Order [DA 88-269] adopted Feb. 19 by the Chief, Audio Services Division).

■ Huron, OH—Designated for hearing nine applications for an FM station on Channel 241A (96.1 MHz) at Huron. (MM Docket 88-86 by Order [DA 88-260] adopted Feb. 17 by the Chief, Audio Services Division).

Review Board Action

■ Abilene, TX—Granted request by Vince Lee Broadcasting Ltd. to withdraw its appeal from the ALJ's ruling denying its petition to intervene in this proceeding for an FM station on Channel 292A (106.3 MHz) at Abilene. (MM Docket 87-247 by Order [FCC 88R-14] adopted Feb. 25 by the Review Board.

ALJ Actions

■ Janesville, WI—Granted Tri-M Communications, Ltd. a CP for a TV station on Channel 57 at Janesville. (MM Docket 87-290 by Summary Decision [FCC 88D-7] adopted Feb. 29 by ALJ Joseph Chachkin).

■ Destin, FL—Granted Emerald Coast Broadcasting a CP for a TV station at Destin. (MM Docket 87488 by Summary Decision [FCC 88D-8] issued Mar. 2 by ALJ Richard L. Sippel).

Call Letters

Applications

Call	*Sought by*
New FM	
WVMM	Messiah College, Grantham, PA
Existing AM	
KYCR	KUXL Marsh Broadcasting Corp., Golden Valley, MN
Existing FM	
KLZX	KLTQ-FM Citadel Associates, L.P., Salt Lake City, UT

Grants

Call	*Sought by*
New AM's	
KGBV	Georgia Broadcasters, Lithia Springs, CA
KHPY	Delbert L. Van Voorhis, Yucaipa, CA
WJEX	Jerry J. Collins, Syracuse, NY
WMIY	Michael Glinter, Fairview, NC
WKMP	Rocky Mount Radio, Rocky Mount, NC
WFLU	Michael B. Glinter, Florence, SC
WPGP	Pendleton Broadcasting, Pendleton, SC
WDAW	Daniel S. Lee, Haymarket, VA
WREH	Reston Community Broadcasting, Inc., Reston, VA
New FM's	
KTJB	Torjaq Radio, Inc., White Rock, NM
KOPE	Medford Judeo-Christian Outreach, Inc., Medford, OR
KGIM-FM	Alrox, Inc., Aberdeen, SC
KCEI	Caprock Educational Broadcasting Fndtn, Lubbock, TX
New TV's	
WTSU-TV	Troy State Univ. System, Montgomery, AL
WSDW	Samuel Durwood Judah, Sr., Ozark, AL
WHSG	Monroe Television, Inc., Monroe, GA
KHIK	King Broadcasting Co., Hilo, HI
WMHH	Madisonville Media, Inc., Madisonville, KY
WJRP	John R. Powley, Presque Isle, ME
KRBR	Robin C. Brandt, Duluth, MN
WJAE	Jacksonville Broadcasting Co., Jacksonville, NC
KCVF	Cascade Video of Oregon, Ltd., Portland, OR
Existing AM's	
WGYJ	WIZD Keymarket Gulf Coast, Inc., Atmore, AL
WHYS	WWWQ Asti Broadcasting Corp., Fort Myers, FL
WBXT	WTOF Midwest General Telecommunications, Inc., Canton, OH
KRAF	KVYL Creech Livingston and Hill Co's., Holdenville, OK
KZRC	KRKX 1010 Broadcasting, Inc., Milwaukee, OR
WTOO	WRAQ Asheville Broadcasting Co., Asheville, NC
WJHB	WNFO Bledsoe Broadcasting Corp., Fair Bluff, NC
Existing FM's	
WLOR	WHMJ Thomasville Radio, Inc., Thomasville, GA
KOMJ	KJAN-FM Nishna Valley Broadcasting, Inc., Atlantic, IA
WJMY	WMVE Mary Verkest, Baraga, MI
Existing TV	
WKZT-TV	WKZT Kentucky Authority for Educational TV, Elizabethtown, KY

Summary of broadcasting
as of Feb 29, 1988

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

The Fifth Estate 3/30/88 C 1750-1

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Vol. 114 No. 13

Broadcasting ▫ Mar 28

Anticompetitive charges put cable in hot seat...page 31

CBS looks for some programing answers...page 33

HSN stations appraised at about $625 million...page 88

WHEEL'S FORTUNES ☐ February Cassandra report shows *Wheel of Fortune* still number one, but with some slippage in program's ratings and shares compared to last year. **PAGE 34.**

TRANSLATOR IMPROVEMENT ☐ FCC backs away from proposing rules to alter FM translators. Patrick chides NAB for low power FM "hype." **PAGE 35.**

ON THE GROW ☐ When Emmis Broadcasting closes on its purchase of five NBC radio stations, company will become largest privately held radio group operation in U.S. At helm is Indianapolis native, Jeff Smulyan, who has plan for deregulation of radio. **PAGES 39, 40.**

MINI-SERIES, MANY MOVIES ☐ Look for 50 made-for-TV movies and 25 mini-series from ABC, NBC and CBS next season, in addition to new network pilots about such things as boy who communicates telepathically with his dog; light-hearted look at divorce and aliens who study earthlings. **PAGES 42, 43.**

ATTENTION GETTER ☐ Cable industry hopes viewers will "discover its difference" during industry's annual viewer and subscriber drive, National Cable Month, which kicks off April 1 with six-hour preview available to 55 million TV households. **PAGE 44.**

YOU TOO ☐ New basic cable programing service devoted to health, fitness and well-being is ready to debut March 31: You TV. **PAGE 46.**

NATPE MOVE ☐ International 1989 programing conference, originally scheduled for Feb. 24-26, 1989, has been moved up to late January to better accommodate program buying and selling. **PAGE 47.**

SENDING BARBS AND BLOOMS ☐ Political ads—both positive and negative—are drawing attention and in some cases, influencing votes. **PAGE 49.**

NO REVIEW ☐ Supreme Court, without comment, declines to review Branch 315 case involving TV journalist whose political candidacy would trigger equal-time requirements for his station. **PAGE 53.**

LOOKING UPWARD ☐ It's been steady climb for Raycom's Rick Ray, from days of doing 5:55 a.m. weather for WCCB-TV Charlotte, N.C., to founding syndicator of sports programing. Next stop, he says, is more entertainment programing and developing Raycom into regional network. **PAGE 87.**

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Errata

Feb. 29 report that **No Sleep Productions**, which is producing *Later with Bob Costas* in association with NBC, was formed by Dick Ebersol and Vince McMahon is incorrect. **Ebersol is sole principal in the company**.

66th annual convention, international exposition and 42d annual broadcast engineering conference. Las Vegas Convention Center, Las Vegas.

April 10-12—Public television annual membership meeting of *Public Broadcasting Service* and *National Association of Public Television Stations*. Marriott Crystal Gateway, Arlington, Va. Information: (202) 739-5082.

April 10-13—Business-to-business marketing communications conference, "The Making of Marketing Communications Leaders," sponsored by *Association of National Advertisers*. Opryland hotel, Nashville. Information: (212) 697-5950.

April 11—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 11—*National Academy of Television Arts and Sciences* deadline for entries in Community Service Awards. Information: (212) 586-8424.

April 11-12—*Cabletelevision Advertising Bureau* seventh annual conference. Theme: "America is Cable Ready." Waldorf-Astoria, New York.

April 12—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention (see above). Las Vegas Hilton.

April 13—"Calling the Shots: Producing and Directing in Washington," session sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 659-3494.

April 13—First Alexander Hamilton/Ohio State Awards luncheon and 52d annual Ohio State Awards banquet ceremony sponsored by *Ohio State's Institute for Education by Radio-Television*. National Press Club, Washington. Information: (614) 292-0185.

■ **April 14**—*International Radio and Television Society* newsmaker luncheon. Topic: summer Olympics. Panelists: Bryant Gumbel, NBC News' *Today*; Gayle Gardner, one of NBC's studio anchors during Olympics; Arthur Watson, president, NBC Sports; Michael Eskridge, executive producer, NBC Sports; Michael Weisman, executive producer, NBC Sports; Terry Ewert, coordinating producer, Olympics, NBC, and James Greenwald, chairman of Katz Communications and president of IRTS. Waldorf-Astoria, New York. Information: (212) 867-6650.

April 14—*Action for Children's Television's* 20th birthday celebration, including presentation of Achievement in Children's Television Awards and seminar on business of home video for children. Luncheon speech: Robert Solow, Nobel laureate in economics. Harvard Graduate School of Education, Gutman Library and Conference Center and Charles hotel, Cambridge, Mass. Information: (617) 876-6620.

April 14—Presentation of Achievement in Children's Television Awards, sponsored by *Action for Children's Television*. Cambridge, Mass. Information: (617) 876-6620.

April 14-18—*National Federation of Community Broadcasters* annual conference and business meeting. Crowne Plaza Holiday Inn, Rockville, Md. (Washington). Information: (202) 797-8911.

April 15—31st annual New York Emmy Awards, sponsored by *New York chapter of National Academy of Television Arts and Sciences*. New York Hilton.

■ **April 15-17**—*Radio Advertising Bureau* radio sales university. San Francisco. Information: (212) 254-4800.

April 15-19—Munditele, world show of television productions. International Center of Exhibitions and Congresses, Zaragoza, Spain.

April 16—11th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcast Arts* and *Central Michigan University*, in cooperation with *Michigan Association of Broadcasters*. Campus of Central Michigan University, Southfield, Mich. Information: Dick Kernen, (313) 569-0101.

April 16—20th annual Golden Reel Awards ceremony sponsored by *International Television Association*. Caesars Palace, Las Vegas. Information: Kelly J. Bell, (214) 869-1112.

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

April 17-20—*Broadcast Financial Management Association* annual meeting. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

April 18—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

April 19—Pay-per-view videoconference, sponsored by *Cable Television Administration and Marketing Society's* pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 20-22—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

■ **April 21**—*Academy of Television Arts and Sciences* forum luncheon, "Television: From Both Sides of the Table." Speaker: Fred Silverman, president, Fred Silverman Co. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 21-24—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 22-23—*Kentucky Cable Television Association* general membership meeting. Holidome, Bowling Green, Ky.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

April 23—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

April 23—Elizabeth P. Campbell lecture series sponsored by *WETA(TV) Arlington, Va.* Speaker: Judy Woodruff, chief Washington correspondent, *MacNeil/Lehrer NewsHour*. WETA studios, Arlington, Va. Information: (703) 998-2713.

April 25—"Executives Talk About Strategic Outlook of the Communications Industries," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

April 26-27—*Ohio Association of Broadcasters* spring convention. Westin hotel, Cincinnati.

April 27—*New York Television Academy* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 765-2450.

April 28—Sixth annual Lowell Thomas Award presentation, for "excellence in broadcast journalism," presented by *Marist College*, to Harry Reasoner, correspondent and co-editor of CBS's *60 Minutes*. Helmsley Palace, New York. Information: (914) 471-3240.

April 28-30—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

April 28-May 3—24th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Ca-

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Syndication ■ Marketplace

Columbia Pictures Television reports that between new sales and renewals, *Good Times* is now cleared on 106 stations covering over 78% of the country. Those stations include WDSU-TV New Orleans; WRAL-TV Raleigh, N.C.; WJTV(TV) Jackson and WHLT(TV) Hattiesburg, both Mississippi; WLXT(TV) Columbia, S.C., and KVTV(TV) Laredo and KZTV(TV) Corpus Christi, both Texas. There are 133 episodes of *Good Times*. □

MCA TV reports clearing its new late night series, *The Street*, on WDIV(TV) Detroit. The NBC affiliate will hammock the strip between *The Tonight Show* and *Late Night With David Letterman*. MCA TV is selling the half-hour on a cash-plus-barter basis.

□

The lineup for **Dow Jones and Company's** *Wall Street Journal Report* will hit 100 stations covering 70% of the country on April 3 with the addition of four NBC affiliates: WCFT-TV Tuscaloosa, Ala.; WPBN-TV Traverse City, Mich.; WDAM-TV Hattiesburg, Miss., and KYEL-TV. On April 10, the 101st station will come on line, Fox affiliate WTSG(TV) Albany, Ga., and on April 17, NBC affiliate KSDK(TV) St. Louis will be the 102d station in the lineup.

NBC takes week 26, ABC takes top new show

NBC won week 26 of the prime time season (the week ending March 20), when seven new series made their debuts. ABC's *Wonder Years* (Tuesday at 8:30 p.m.) performed best among the new shows, averaging a 21.4 rating and a 32 share, placing first in its time period and seventh in home delivery among all prime time shows for the week. (The episode shown was a repeat of a special presentation of the program following Super Bowl XXII in January, and the repeat actually scored a higher rating. After Super Bowl XXII, one of the lowest rated Super Bowls ever televised, the show only pulled a 17.9/31.)

NBC's new midseason drama, *In the Heat of the Night*, was the second highest premiering show of that week, placing 15th with a 17.9/28, beating an original episode of *Moonlighting* on ABC and two comedies on CBS—the new *Coming of Age*, which premiered with an unimpressive 11/17, and *Frank's Place* (9.9/16). *Coming of Age* was fifth among premiering shows and 59th overall.

Also debuting Tuesday night on CBS was the comedy, *Trial and Error*, which led off the night at 8 p.m. with a dismal 6.5/10, a distant third to ABC's first-in-the-time-period *Who's the Boss?* and the first half of NBC's *Matlock*. The return from hiatus of *My Sister Sam* on CBS after *Trial* (the lowest ranked prime time program of the week) didn't fare much better, averaging only a 7.3/11, also a distant third in the time period.

NBC also premiered the hour drama *Aaron's Way* on Wednesday at 8 p.m., and it placed second in the time period (and 22d overall), behind ABC's comedy block of *Growing Pains* and *Head of the Class*, and ahead of two animated specials on CBS.

The last had a little better luck with its launch of *Eisenhower and Lutz*, a comedy that ran twice (two separate episodes) on Monday night, once at 8:30 p.m., behind *Kate and Ally*, where it placed third with a 13/20. But an hour later, behind *Newhart*, Lutz finished second with a 14.2/22. The second episode, airing in its regularly scheduled time period, finished fourth among premiering shows and 31st overall.

The premiere of ABC's new comedy, *Family Man*, Friday at 9:30 behind *Mr. Belevedere*, averaged only a 9.5/16, last in its time period, sixth among premieres and 68th overall.

After 26 weeks of the current prime time season, NBC leads with an average 16.3/26, followed by ABC with a 13.9/23 and CBS with a 13.6/22.

Nielsen	□	Net	□ Show	□	AGB
1.	28.2/43	N	Cosby Show	1.	25.3/40
2.	25.2/39	N	Different World	2.	23.9/37
3.	22.8/38	C	60 Minutes	5.	20.8/34
4.	22.5/38	N	Golden Girls	3.	22.2/37
5.	22.3/34	A	Who's the Boss?	6.	20.7/31
6.	22.0/35	N	Cheers	4.	21.2/34
7.	21.4/32	A	Wonder Years	9.	20.0/30
8.	20.9/33	N	Night Court	8.	20.1/32
9.	20.8/31	C	Murder, She Wrote	7.	20.3/30
10.	19.2/30	A	Growing Pains	18.	16.8/26
11.	19.1/29	N	ALF	11.	19.0/28
12.	18.5/28	N	Matlock	10.	19.6/29
13.	18.1/31	N	Amen	12.	18.7/32
14.	18.0/29	N	Inherit the Wind	19.	16.5/26
15.	17.9/28	N	In the Heat of the Night*	16.	17.0/27
16.	17.9/27	N	Valerie's Family	13.	18.3/27
17.	17.5/27	C	Newhart	17.	16.9/25
18.	16.9/26	A	Head of the Class	22.	15.8/24
19.	16.9/28	A	ABC Monday Movie	26.	14.8/25
20.	16.6/29	N	L.A. Law	23.	15.5/27
21.	16.4/26	N	Family Ties	14.	18.0/27
22.	16.3/25	N	Aaron's Way	15.	17.8/28
23.	16.3/31	N	Hunter	30.	14.2/28
24.	15.4/23	A	MacGyver	25.	14.8/22
25.	15.4/23	N	Day by Day	20.	16.0/23
26.	15.3/27	C	Knots Landing	29.	14.3/25
27.	15.1/26	N	My Two Dads Special	28.	14.4/25
28.	14.7/23	A	Moonlighting	34.	13.5/21
29.	14.6/24	C	Dallas	21.	15.8/26
30.	14.4/23	N	Highway to Heaven	24.	15.3/24
31.	14.2/22	C	Eisenhower and Lutz*	41.	12.7/18
32.	14.1/22	C	CBS Sunday Movie	27.	14.7/23
33.	14.0/21	C	Kate and Allie	31.	14.2/21
34.	14.0/25	N	Facts of Life	37.	13.0/23
35.	13.7/22	A	Hooperman	32.	13.8/22
36.	13.7/23	N	Miami Vice	40.	12.8/21
37.	13.6/24	A	Dynasty	48.	11.9/22
38.	13.5/21	C	Jake and the Fatman	33.	13.8/22
39.	13.5/24	C	Equalizer	39.	13.0/24
40.	13.3/22	N	NBC Monday Movie	45.	12.1/20
41.	13.0/20	C	Eisenhower & Lutz Spec.	41.	12.7/18
42.	12.8/23	A	Thirtysomething	60.	10.9/21
43.	12.7/21	A	ABC Sunday Movie	57.	10.9/18
44.	12.7/20	C	Simon and Simon	44.	12.2/19
45.	12.5/19	A	Supercarrier	52.	11.3/17
46.	12.4/22	A	Perfect Strangers	43.	12.2/21
47.	12.1/22	C	Falcon Crest	38.	13.0/24
48.	12.1/22	N	Sonny Spoon Detective	69.	9.0/16
49.	12.0/21	A	Full House	47.	12.0/20
50.	12.0/22	A	20/20	35.	13.2/24
51.	11.8/21	C	Cagney and Lacey	55.	11.1/21
52.	11.8/21	C	Beauty and the Beast	36.	13.1/22
53.	11.8/18	C	Snoopy's Getting Married	59.	10.9/17
54.	11.7/19	A	Slap Maxwell Story	61.	10.6/17
55.	11.6/19	A	Mr. Belvedere	46.	12.1/20
56.	11.4/21	N	Crime Story	51.	11.4/22
57.	11.3/20	A	Dolly	50.	11.5/20
58.	11.1/17	C	Garfield Goes Hollywood	58.	10.9/17
59.	11.0/17	C	Coming of Age*	54.	11.2/17
60.	10.7/19	N	Year in the Life	56.	11.1/20
61.	10.5/18	C	Tour of Duty	66.	9.6/16
62.	10.4/18	N	Highwayman	62.	10.3/18
63.	10.2/19	A	Spenser: For Hire	67.	9.4/18
64.	10.1/17	C	Wiseguy	72.	8.1/15
65.	9.9/15	C	48 Hours	53.	11.2/18
66.	9.9/16	C	Frank's Place	64.	10.1/16
67.	9.8/17	C	High Mountain Rangers	65.	10.0/17
68.	9.5/16	A	Family Man*	63.	10.3/17
69.	9.3/16	N	Place at the Table	49.	11.6/19
70.	9.2/14	A	Probe	71.	8.6/13
71.	8.7/15	A	Disney Sunday Movie	70.	8.6/14
72.	8.7/16	C	West 57th	68.	9.0/17
73.	8.5/14	A	Ohara	73.	8.0/14
74.	7.4/12	A	Hotel	74.	7.7/12
75.	7.3/11	C	My Sister Sam*	76.	7.2/11
76.	6.5/11	A	Buck James	75.	7.6/13
77.	6.5/10	C	Trial and Error*	77.	6.8/10

* Indicates premiere episode

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TV network revenues: Fourth quarter 1987 versus 1986

Television network net revenue for ABC, CBS and NBC for fourth-quarter 1987 time sales was up more than 7% over the same period in 1986, reaching more than $2.1 billion dollars, according to unaudited data gathered by Arthur Young and Co. For the full-year 1987, ABC, CBS and NBC showed three-network net revenue from time sales up only 1.88% to $6.8 billion (BROADCASTING, March 21).

Fourth-quarter prime time net revenue was up more than 9%, while late night showed nearly 17% growth, news nearly 8% and sports 6%. Daytime was up just over 2%, while the children's category was off less than 1%.

(Add 000)

	Prime Time	*Late Night*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenues from client-supplied programing							
1986	$5,429	$0	$0	$0	$160	$0	$5,589
1987	8,365	0	0	0	2,942	0	11,307
% increase (decrease)	54.08	0	0	0	1,738.75	0	102.31
All other gross revenues from time sales							
1986	1,024,601	89,977	1,352,769	61,617	564,874	216,386	2,310,224 *
1987	1,118,478	105,481	360,696	61,310	595,562	231,125	2,472,652 *
% increase (decrease)	9.16	17.23	2.25	(0.50)	5.43	6.81	7.03
Total gross revenues from time sales							
1986	1,030,030	89,977	352,769	61,617	565,034	216,386	2,315,813
1987	1,126,843	105,481	360,696	61,310	598,504	231,125	2,483,959
% increase (decrease)	9.40	17.23	2.25	(0.50)	5.92	6.81	7.26
Less advertising agency commission							
1986	152,128	13,298	52,564	9,261	84,461	34,182	345,895
1987	168,682	15,803	53,643	9,156	89,081	34,454	370,819
% increase (decrease)	10.88	18.84	2.05	(1.13)	5.47	0.80	7.21
Total net revenues from time sales							
1986	877,902	76,679	300,205	52,356	480,573	182,204	1,969,918
1987	958,161	89,678	307,053	52,154	509,423	196,671	2,113,140
% increase (decrease)	9.14	16.95	2.28	(0.39)	6.00	7.94	7.27

Note: Fourth-quarter revenues were reported by two networks on a 13-week basis and by one network on a 14-week basis. This reflects each network's fiscal reporting and their books of account.

**Includes $11,170,000 in color insertion revenues for 1986 fourth quarter and $20,713,000 for 1987 fourth quarter.*

Renda Broadcasting Corp.
has acquired

KMGL-FM

Oklahoma City, Oklahoma

from

Guy Gannett Publishing Co.

for

$3,050,000

We are pleased to have served both
buyer and seller in this transaction.

Suite 930 Las Vegas Hilton
NAB April 9-12, 1988

Donald K. Clark, Inc.
Media Broker

P.O. Box 340617, Tampa, FL 33694 813-949-9311

colet Communications to Ad-Mark Communications Inc. for $1,250,000. **Seller** is owned by Roger Utnehmer and his wife, Mary Jo. It also owns WERL(AM)-WRJO(FM) Eagle River, Wis. **Buyer** is principally owned by Jeffrey Wagner, stations' sales manager. WATK is daytimer on 900 khz with 250 w. WRLO-FM is on 106.3 mhz with 100 kw and antenna 542 feet above average terrain.

WJMA(AM)-WVJZ(FM) Orange, Va. □ Sold by Solomon and Lowe Communications to Radio Virginia Ltd. Partnership for $850,000. **Seller** is principally owned by Digby Solomon, who also owns WSPV(FM) Buffalo Gap, Va. **Buyer** is owned by Carl Hurlebaus, who also owns WGRQ(FM) Colonial Beach, Va. WJMA is on 1340 khz full time with 1 kw. WVJZ is on 96.7 mhz with 2.7 kw and antenna 343 feet above average terrain. *Broker: Blackburn & Co.*

WJXL(AM) Jacksonville, Ala. □ Sold by HMS Broadcasting Co. of Jacksonville, Ala., to Bussey-Hayes Communications Inc. for $800,000. **Seller** is owned by Robin H. Mathis, who has no other broadcast interests. **Buyer** is owned by William E. Bussey Jr., station's general manager, and Troi L. Hayes, sales manager. It has no other broadcast interests. WJXL is on 810 khz with 50 kw day and 500 w night.

WTRL(AM) Bradenton, Fla. □ Sold by Highlands Communications Inc. to Biscayne Broadcasting Co. for $700,000. **Seller** is owned by Don Zinke, who has no other broadcast interests. **Buyer** is principally owned by Anthony A. Lupo, who also has interest in WLQY(AM) Hollywood, Fla. WTRL is on 1490 khz full time with 1 kw. *Broker: Stan Raymond & Associates.*

KCIW-AM-FM Wickenburg, Ariz. □ Sold by Consolidated Communications Network Inc. to ter Radio Partnership seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 411, Sumter, SC 29151. Principal has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310MZ)—Sharon A. Haley seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: P.O. Box 84, Manning, SC 29102. Principal has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310ND)—Adkins & Senter Partnership seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 18 Warren St., Sumter, SC 29150. Principal is owned by Pam S. Adkins and Lee S. Senter, who have no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310NM)—Sumter Radio Partners seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 201 Oswego Rd., Sumter, SC 29150. Principal is owned by Charles Barton, John Midlen and Kevin Ireland. It has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310MA)—Palmetto Radio Partnership seeks 94.7 mhz; 3 kw (H&V); 100 m Address: Lot # 11, Midland MHP Broad Street, Sumter, SC 29154. Principal is owned by Darryl R. Vestal, who has no other broadcast interests. Filed March 10.

■ Sumter, SC (BPH880310NS)—Iris Communications Inc. seeks 94.7 mhz; 3 kw H&V; 100 m. Address: 294 Bultman Drive, Sumter, SC 29150. Principal is owned by Leroy Durant, Ruben L. Gray, L.C. Frederick, Wille Singleton Jr., Joseph C. Williams, Ben Griffith, Charles Dawkins, James W. Stover, George E. White Jr and Ralph W. Canty, who have no other broadcast interests. Filed March 10.

■ Corpus Christi, TX (BPH880310MU)—Barrio Broadcasting Inc. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 201 Leming, Corpus Christi, TX 78405. Principal is owned by Hugo Berlanga and Jerry Gonzaba, who have no other broadcast interests. Filed March 10.

■ Corpus Christi, TX (BPH880310NV)—Reina Broadcasting Inc. seeks 94.7 mhz; 3 kw (H&V); 100m. Address: 107 Lost Creek, Portland, TX 78374. Principal is owned by Manuel Davila and family. It has no other broadcast interests. Filed March 10.

■ Corpus Christi, TX (BPH880310NU)—George S. Flinn Jr. seeks 94.7 mhz; 3 kw (H&V); 100m. Address: 188 S. Bellevue, Suite 222, Memphis 38104. Principal has no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880310NN)—Robin Tompkins seeks 94.7 mhz; 3 kw (H&V); 49 m. Address: 10920 SW Canterbury Lane, Tigard, OR 97224. Principal has no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880310MB)—Kmas Broadcasting Corp. seeks 94.7 mhz; 3 kw (H&V); 100m. Address: P.O. Box 1155, Camas, WA 98607. Principal is owned by Richard Schwary, Winford Fletcher and Kerry Pettyjohn, who have no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880310NB)—Camas Broadcasting Co. seeks 94.7 mhz; 3 kw (H&V); m. Address: 1038 Neilson St., Albany, CA 94706. Principal is owned by Nicholas Henderson and Raveesh Kumra, who have no other broadcast interests. Filed March 10.

■ Camas, WA (BPH880309MC)—The Servant Management Group Inc. seeks 94.7 mhz; 3 kw (H&V); 100 m. Address: 404 NW 15th Ave., Camas, WA 98607. Principal is owned by John Sherman, James Goecks, David MacGregor, Dean Johnson, James Thurman, Deborah Mellon and Dorothy Sherman, who have no other broadcast interests. Filed March 9.

■ Camas, WA (BPH880310NC)—William and Linda Battles seek 94.7 mhz; 3 kw (H&V); 100 m. Address: 6310 Appian Way, Carmichael, CA 95608. Principal has no other broadcast interests. Filed March 10.

TV's

■ Burlington, VT (BPCT880301KG)—Maple Leaf Broadcasting Ltd. Partnership seeks ch. 2; 5000 kw-V; 145 m. Address: 33-22 71st St., Jackson Heights, NY 11372. Principal is owned by Thomas Ho, Peter Lau, Shu Ming Chu, William L. Busch and Alex Ho, who have no other broadcast interests. Filed March 16.

■ Burlington, VT (BPCT880301KI)—Burlington Channel 44 Ltd. seeks ch. 2; 5000 kw-V; 380 m. Address: c/o 850 St. Nichols Ave., New York, NY 10031. Principal is owned by Randy Daniels, who has no other broadcast interests. Filed March 16.

■ Burlington, VT (BPCT880301KH)—Lake Champlain Communications Inc. seeks ch. 2; 3360 KW-V ; 380 m. Address: 171 Battery St., Burlington, VT 05401. Principal is owned by Christina Smullen, Ruth Ellen Deslauriers, Paul Deslauriers and Sarah Field, who have no other broadcast interests. Filed March 16.

■ Burlington, VT (BPCT880301KK)—Nophi Inc. seeks ch. 2; 5000 kw-V; 276 m. Address: P.O. Box 5, Hartford, VT 05047. Principal is owned by Phil David Fine and his wife, Norma, who have no other broadcast interests. Filed March 1.

■ Burlington, VT (BPCT880301KF)—Nichols Broadcasting Corp. seeks ch. 2; 1860 kw-V; 376 m. Address: One Overlook Drive, South Burlington, VT 05403. Principal is owned by John C. Nichols and Allen D. Webster, who have no other broadcast interests. Filed March 1.

■ Burlington, VT (BPCT880301KJ)—Northeast Kingdom TV Inc. seeks ch. 2; 5000 kw-V; 529 m. Address: 2407 Westbrook Drive, Rockford, IL 61107. Principal is owned by Kim Carlson and Larry Douglas, who also own KXRM(TV) Colorado Springs and WJWT(TV) Jackson, TN. Filed March 1.

■ Burlington, VT (BPCT880301KL)—Burlington 44 Co. seeks ch. 2; 5000 kw-V; 379 m. Address: 70 Dodds Court, Burlington, VT 05401. Principal is owned by Frances Bastian Seguin, Norman F. James, Laurel A. Butler, John J. Easton, John F. Chappie, III and Teresa H. Reisdorf, who have no other broadcast interests. Filed March 1.

Actions

AM

■ Point Pleasant, WV (BP821122AD)—Granted app. of Point Pleasant Broadcasting Co. seeks 1030 khz; 10 kw-D. Address: P.O.B. 889, Blacksburg, VA 24060. Principals have no other broadcast interests. Action March 16.

FM's

■ Meridianville, AL (BPH880127MQ)—Returned app. of Herbert Gray for 94.1 mhz; 2 kw H&V; 122 m. Address: 3025 Memorial Parkway NW, Huntsville, AL 35810. Principal has no other broadcast interests. Action March 1.

■ Big Bear City, CA (BPH880128MJ)—Returned app. of Bear City Broadcasting for 93.3 mhz; 1.7 kw H&V; 123 m. Address: P.O. Box 2911, 618 Pine Knott St., Big Bear City, CA 92315. Principal is owned by Joseph J. Felice, Kristofer Bol and his wife, Loralee, John A. Winn and Sandra D.W. Acosta. It also owns KBBL(TV) Big Bear Lake, CA. Action March 1.

■ Grand Junction, CO (BPH850712M[illegible])—Dismissed app. of KOVA Communications for 107.9 mhz; 100 kw H&V; 985 m. Address: 538 Collegeview Park, Columbus, NE 68601. Principal is owned by Stephen P. Kohl, Kevin V. Nostrand, Al Kohl, Maurice V. Nostrand and Stanley Tafoya, who have no other broadcast interests. Filed Feb. 9.

■ Kingman, KS (BPH880122MT)—Returned app. of Parity Radio Corp. for 94.3 mhz; 3 kw H&V; 100 m. Address: 10926 Jollyville Rd., Austin, TX 78759. Principal is owned by Fred Lundgren and Jerome Friemel, who have no other broadcast interests. Filed Feb. 23.

Summary of broadcasting
as of Feb 29, 1988

Service	On Air	CP's	Total *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

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The Markey mark on telecommunications policy

Vol. 114 No. 14

Broadcasting Apr 4

Markey: Taking a new view of the Fifth Estate...page 35

—starting with cable...page 38

Preview: NAB's show of shows...page 45

REASONABLENESS, RECONCILIATION □ In this interview with BROADCASTING editors, House Telecommunications Subcommittee Chairman Edward Markey discusses his vision for Fifth Estate, including his eagerness to reevaluate communications landscape and his desire to seek common ground with FCC and broadcasters. **PAGE 35.**

ONE FOR MURDOCH □ In 2-1 decision, appeals court overturns legislation prohibiting FCC from granting Rupert Murdoch extensions of his waivers of rule banning crossownership of TV station and newspaper in same market. **PAGE 40.**

VIVA LAS VEGAS □ NAB's 1988 annual convention, which begins April 9 at Las Vegas Convention Center, is expected to draw almost 50,000. Additionally, 710 exhibitors will display their state-of-art TV and radio equipment—from videotape recorders to this year's hot item, HDTV. BROADCASTING's preview of major product categories, list of exhibitors, hospitality suites and NAB's agenda begin on **PAGE 45.**

TO MARKET-BY-MARKET □ According to Arbitron's local market-by-market February sweep numbers, ABC wins prime time household race, stopping NBC's winning streak at 11. **PAGE 102.**

PICK AND CHOOSE □ With more programing services prepared on horizon, and operators facing capacity crunch, they are evaluating what to add and what to drop—actions that could indicate new criteria for carriage decisions. **PAGE 104.**

WESTWOOD HO □ After nearly 18 years as host of *American Top 40*, weekly countdown series that has been carried by ABC Contemporary Network since 1982, Casey Kasem goes to Culver City, Calif.-based Westwood One. **PAGE 111.**

LEADING APR □ Stephen Salyer, senior vice president of marketing and communications for WNET(TV) Newark, N.J., assumes American Public Radio presidency April 11. **PAGE 112.**

TOP PRICE □ Robert Price, as founder, president and CEO of Price Communications, characterizes new breed of station group owners—Wall Street-connected and acquisition-minded. **PAGE 159.**

AFFILIATES FOR SALE □ Television Station Partners says it is putting its four network-affiliated stations up for sale, valued by some in $150 million-$175 million range. **PAGE 160.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
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TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses

100% of receivers in market can receive it and most AM stereo stations transmit it.

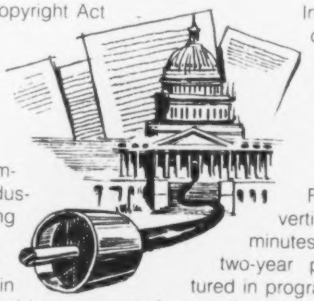
Multisystem radios receive signals generated by two incompatible systems battling to be de facto standard—C-Quam and Kahn Communications' single-sideband. NTIA report stated that while there is no inherent degradation of sound quality in multisystem compared to single-system radios, implementation of multisystem technology is not feasible because of lack of support among radio manufacturers and dominance of C-Quam system in international marketplace. In filing with FCC in December 1987, Kahn Communications charged that in 1985 Motorola improperly blocked Sony from selling multisystem radios by asserting two AM stereo patents. Kahn further alleged that patents in question were improperly obtained by Motorola. Motorola dismissed Kahn's charges and asserted that standards battle is over and that new integrated circuits in radios to be released this year will solidify C-Quam and stereo in general in AM marketplace.

Cable Regulation

■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Communications Policy Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been agitating for stricter regulation of cable until there is more competition, within or without cable industry, in delivering cable programing to homes.

Opposing industries have generated much heated rhetoric in Washington, especially between cable and motion picture industry. But top cable and Hollywood executives are holding series of meetings to try to resolve differences. They met for third time two weeks ago in Denver.



Allegations that cable industry has been anticompetitive were subject of congressional hearing two weeks ago before Senator Howard Metzenbaum (D-Ohio), chairman of Senate antitrust subcommittee. Metzenbaum warned industry that unless situation changes, he may offer legislation to curb what he sees as growing anticompetitive behavior on part of cable (BROADCASTING, March 21). Cable fell under further congressional scrutiny last week (March 30), when House Telecommunications Subcommittee convened first in series of oversight hearings on status of cable industry three years after passage of Cable Act (see "Top of the Week").

FCC adopted new rules last week defining more narrowly those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued one week apart in September 1987, ruled that cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems are unconstitutional violations of First Amendment rights of cable operators.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is trying to reach compromise with broadcasters on children's television bill (see "Top of the Week"). He is proposing legislation that would limit amount of advertising on children's programs. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process, which troubles some broadcasters.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising (BROADCASTING, March 14).

Children's television legislation is also pending in Senate, but no action appears imminent there.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted, in order to discourage proliferation of what it calls program-length commercials.

NAB has offered 267-station survey it commissioned that indicates that advertising time in children's programing is currently under

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April 21-24—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 22-23—*Kentucky Cable Television Association* general membership meeting. Holidome, Bowling Green, Ky.

■ **April 22-23**—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Sheraton Oaks hotel, Novi, Mich. Information: Catharine Rice, (202) 626-3250.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

April 23—Elizabeth P. Campbell lecture series sponsored by ***WETA(TV) Arlington, Va.*** Speaker: Judy Woodruff, chief Washington correspondent, *MacNeil/Lehrer NewsHour.* WETA studios, Arlington, Va. Information: (703) 998-2713.

Errata■

Edward Markey David Markey

BROADCASTING mixed up its Markeys in March 28 issue. Picture on page 53 illustrating story about representative **Edward Markey** (D-Mass.) was of **David Markey,** former head of National Telecommunications and Information Administration, now lobbyist with BellSouth in Washington. Correct pictures of two appear above.

□

In March 21 report on Advanced Television Systems Committee technical group meeting, **Walt Bundy** was incorrectly identified as employe of WPHL-TV Philadelphia. Bundy, no longer with WPHL-TV, **was representing Association of Independent Television Stations** at ATSC meeting.

□

Comparative hearing on WBBM-TV Chicago (BROADCASTING, March 2) **was not first time network O&O license challenge has gone to hearing**—there have been number of others, including CBS O&O WCAU-TV Philadelphia, which was challenged by First Delaware Valley Citizens Television Inc. (BROADCASTING, July 10, 1972) and NBC O&O WRC-TV Washington, which was challenged by *San Francisco Chronicle* (BROADCASTING, Oct. 29, 1963).

□

Noncommercial FM translators operate on class A channel and educational reserved channels, not on class A, B and C channels as reported in BROADCASTING, March 28.

The Fifth Estate
Broadcasting■

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ABC sweeps to prime time household victory

On strength of Olympics, network wins Arbitron's February sweeps, stopping NBC streak at 11

Arbitron's local market-by-market February sweep numbers are in and, as expected, ABC affiliates fared best, averaging as a group 16,324,000 viewing households in prime time, up 24% from a year ago. That's according to a premlinary analysis of the market numbers by the NBC research department. Both NBC and CBS affiliates were down in terms of average household delivery. NBC's analysis found that on average NBC affiliates delivered 13,991,000 homes across the board in prime time, down 9% from a year ago, while CBS affiliates delivered an average of 12,217,000 prime time homes, down 11%.

The ABC victory broke an NBC sweeps winning streak at 11, and marked the first time that ABC has won a sweeps period in four years. Most observers attributed ABC's victory to its extensive coverage of the 1988 winter Olympics games in Calgary, Canada.

On a market-by-market basis, according to BROADCASTING's analysis of the Arbitron numbers, ABC took 111 first places (two ties for first, one each with CBS and NBC), including wins in eight markets in which there was no other network affiliate. NBC had 60 first-place finishes (including its one tie with ABC and three ties with CBS), nine of which came in markets with no competing affiliates. CBS had 45 firsts (including its three ties with NBC and one with ABC), nine of which came in markets with no competing affiliates.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., Sunday, 7 p.m.-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate market winner. A dash indicates no primary or secondary affiliation in the market.

	1988 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (155)	21	19	**27**
Albany, Ga. (151)	6	—	**61**
Albany-Schenectady-Troy, N.Y. (52)	**104**	76	79
Albuquerque, N.M. (56)	**98**	41	74
Alexandria, La. (160)	6	—	**47**
Alpena, Mich. (211)	—	**6**	—
Amarillo, Tex. (117)	**40**	24	25
Anniston, Ala. (192)	—	**14**	—
Ardmore-Ada, Okla. (172)	17	**20**	15
Atlanta (12)	209	184	**252**
Augusta, Ga. (102)	40	**42**	27
Austin, Tex. (71)	**65**	56	41
Bakersfield, Calif. (145)	**26**	23	23
Baltimore (22)	**205**	137	176
Bangor, Me. (156)	**24**	21	22
Baton Rouge (91)	**58**	**58**	46
Beaumont-Port Arthur, Tex. (124)	38	42	**45**
Bend, Ore. (207)	—	**5**	**5**
Billings-Hardin, Mont. (164)	**18**	15	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**35**	—	—
Binghamton, N.Y. (132)	20	**39**	17
Birmingham, Ala. (49)	106	42	**120**
Bluefield-Beckley-Oak Hill, W.Va. (141)	22	—	**30**
Boise, Idaho (136)	**36**	18	25
Boston (6)	**413**	240	326
Bowling Green, Ky. (191)	**25**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	21	52	**73**
Buffalo, N.Y. (38)	**124**	84	110
Burlington, Vt.-Plattsburgh, N.Y. (96)	21	**48**	42
Butte, Mont. (189)	**13**	10	8
Casper-Riverton, Wyo. (188)	5	4	**10**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	**65**	38	59
Charleston, S.C. (109)	36	41	**45**
Charleston-Huntington, W.Va. (46)	69	71	**113**
Charlotte, N.C. (31)	**112**	109	55
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	50	47	**58**
Chynne, Wyo.-Scttsblff,Neb.-Strlng, Colo. (183)	—	**12**	—
Chicago (3)	**626**	329	479
Chico-Redding, Calif. (140)	**40**	22	15
Cincinnati (29)	**142**	112	126
Clarksburg-Weston, W.Va. (162)	—	**26**	23
Cleveland (11)	**332**	196	231
Colorado Springs-Pueblo (97)	**56**	33	36
Columbia, S.C. (87)	33	36	**81**
Columbia-Jefferson City, Mo. (152)	22	26	**28**
Columbus, Ga. (118)	**44**	34	22
Columbus, Ohio (33)	**142**	108	121
Columbus-Tupelo, Miss. (133)	8	30	**53**
Corpus Christi, Tex. (120)	**36**	25	28
Dallas-Fort Worth (8)	**310**	233	224
Davenport, Iowa-Rock Island-Moline, Ill. (77)	**62**	46	57
Dayton, Ohio (48)	**101**	83	75
Denver (19)	**204**	116	148
Des Moines (66)	**64**	59	61
Detroit (7)	326	219	**334**
Dothan, Ala. (157)	10	**42**	—
Duluth, Minn.-Superior, Wis. (122)	**44**	24	24
El Centro, Calif.-Yuma, Calif. (181)	4	5	**9**
El Paso (104)	**39**	30	36
Elmira, N.Y. (165)	**18**	—	16
Erie, Pa. (143)	**34**	19	30
Eugene, Ore. (137)	**37**	24	14
Eureka, Calif. (186)	—	**7**	**7**
Evansville, Ind. (90)	**52**	40	39
Fargo, N.D. (107)	**43**	29	30
Flagstaff, Ariz. (205)	—	—	**8**
Flint-Saginaw-Bay City, Mich. (59)	**108**	36	86
Florence, S.C. (130)	25	**53**	—
Fort Myers-Naples, Fla. (98)	33	**37**	**37**
Fort Smith, Ark. (148)	25	**31**	19
Fort Wayne, Ind. (99)	**56**	32	36
Fresno, Calif. (63)	**72**	45	57
Gainesville, Fla. (166)	**30**	—	—
Glendive, Mont. (212)	—	**2**	1
Grand Junction, Colo. (176)	0	**12**	10
Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	**125**	64	89
Great Falls, Mont. (177)	**17**	9	5
Green Bay-Appleton, Wis. (68)	**92**	46	57
Greensboro-Winston Salem-High Point, N.C. (50)	**101**	85	91
Greenville-New Bern-Washington, N.C. (95)	33	44	**64**
Greenville-Spartanburg, S.C.-Asheville, N.C. (36)	101	93	**124**
Greenwood-Greenville, Miss. (168)	**20**	14	—
Hagerstown, Md. (195)	—	—	**22**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	99	66	**106**
Harrisonburg, Va. (200)	**20**	—	—
Hartford-New Haven, Conn. (23)	**193**	147	82
Helena, Mont. (209)	—	—	**4**
Houston (10)	**253**	166	195
Huntsville-Decatur-Florence, Ala. (89)	48	**54**	48

ADI (rank)	1988 TSA households (000) ABC	CBS	NBC
Idaho Falls-Pocatello (159)	**18**	13	17
Indianapolis (24)	**152**	117	124
Jackson, Miss. (82)	30	57	**68**
Jackson, Tenn. (180)	**24**	—	—
Jacksonville, Fla. (57)	65	**84**	57
Johnstown-Altoona, Pa. (85)	—	50	**82**
Jonesboro, Ark. (174)	**26**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	**35**	29	26
Kansas City, Mo. (28)	**152**	112	121
Knoxville, Tenn. (61)	73	**78**	45
La Crosse-Eau Claire, Wis. (134)	27	30	**39**
Lafayette, Ind. (193)	—	**14**	—
Lafayette, La. (112)	37	**58**	—
Lake Charles, La. (170)	—	—	**41**
Lansing, Mich. (105)	—	**50**	43
Laredo, Tex. (199)	3	2	**4**
Las Vegas (94)	37	32	**42**
Laurel-Hattiesburg, Miss. (161)	—	6	**30**
Lexington, Ky. (76)	47	**63**	45
Lima, Ohio (196)	—	—	**18**
Lincoln-Hastings-Kearney, Neb. (92)	30	**45**	14
Little Rock, Ark. (55)	**85**	67	**85**
Los Angeles (2)	**739**	473	617
Louisville, Ky. (47)	76	89	**95**
Lubbock, Tex. (149)	20	21	**22**
Macon, Ga. (134)	18	**39**	24
Madison, Wis. (106)	**59**	38	35
Mankato, Minn. (208)	—	**12**	—
Marquette, Mich. (184)	—	**16**	12
McAllen-Brownsville, Tex. (115)	**26**	25	18
Medford, Ore. (153)	20	15	**28**
Memphis (41)	80	106	**138**
Meridian, Miss. (175)	**17**	9	7
Miami (16)	177	157	**178**
Milwaukee (30)	**175**	89	110
Minneapolis-St. Paul (13)	**279**	177	143
Minot-Bismarck-Dickinson, N.D. (146)	2	22	**33**
Missoula-Butte, Mont. (173)	**29**	11	19
Mobile, Ala.-Pensacola, Fla. (58)	61	**92**	79
Monroe, La.-El Dorado, Ark. (116)	18	**57**	31
Montgomery-Selma, Ala. (101)	18	35	**66**
Nashville (32)	113	128	**133**
New Orleans (34)	85	**122**	113
New York (1)	**1,148**	745	910
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va. (43)	**99**	72	92
North Platte, Neb. (210)	—	—	**7**
Odessa-Midland, Tex. (143)	**32**	23	22
Oklahoma City (37)	101	99	**106**
Omaha (70)	**93**	47	59
Orlando-Daytona Beach-Melbourne, Fla. (27)	**180**	119	133
Ottumwa, Iowa-Kirksville, Mo. (204)	**23**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	37	66	**67**
Palm Springs, Calif. (178)	**11**	—	8
Panama City, Fla. (171)	20	—	**27**
Parkersburg, W.Va. (198)	—	—	**12**
Peoria-Bloomington, Ill. (110)	**51**	32	40
Philadelphia (4)	**579**	339	443
Phoenix (21)	**183**	123	135
Pittsburgh (17)	**302**	188	173
Portland, Ore. (26)	**164**	89	107
Portland-Poland Spring, Me. (69)	**75**	33	55
Presque Isle, Me. (203)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (44)	**121**	65	105
Quincy, Ill.-Hannibal, Mo. (154)	—	25	**27**
Raleigh-Durham, N.C. (35)	**105**	96	48
Rapid City, S.D. (167)	**33**	—	13
Reno (121)	**41**	17	21
Richmond, Va. (62)	**86**	69	67
Roanoke-Lynchburg, Va. (73)	47	**68**	63
Rochester-Austin, Minn.-Mason City, Iowa (147)	**35**	15	22
Rochester, N.Y. (72)	**88**	47	54
Rockford, Ill. (114)	**39**	28	32
Roswell, N.M. (194)	—	**11**	—
Sacramento-Stockton, Calif. (20)	**180**	110	144
St. Joseph, Mo. (187)	**17**	—	—
St. Louis (18)	194	165	**218**
Salinas-Monterey-San Jose, Calif. (111)	**63**	17	34
Salisbury, Md. (162)	20	**25**	19
Salt Lake City (40)	**123**	74	92
San Angelo, Tex. (189)	—	**13**	—
San Antonio, Tex. (42)	**97**	80	89
San Diego (25)	**152**	89	82
San Francisco (5)	**375**	226	260
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	**35**	17	19
Savannah, Ga. (103)	21	**44**	40
Seattle-Tacoma (15)	**247**	123	163
Shreveport, La.-Texarkana, Tex. (64)	**79**	72	75
Sioux City, Iowa (125)	**42**	12	32
Sioux Falls-Mitchell, S.D. (100)	**56**	51	24
South Bend-Elkhart, Ind. (84)	62	49	**64**
Spokane, Wash. (79)	**72**	38	50
Springfield, Mass. (108)	**52**	—	44
Springfield, Mo. (81)	29	52	**61**
Springfield-Decatur-Champaign, Ill. (74)	**60**	50	56
Syracuse, N.Y. (67)	**78**	63	62
Tallahassee, Fla.-Thomasville, Ga. (126)	14	**48**	15
Tampa-St.Petersburg-Sarasota (14)	**243**	170	201
Terre Haute, Ind. (129)	16	29	**40**
Toledo, Ohio (65)	74	73	**88**
Topeka, Kan. (142)	18	**24**	23
Traverse City-Cadillac, Mich. (138)	19	**41**	34
Tucson, Ariz. (83)	**57**	35	43
Tulsa, Okla. (54)	**88**	81	73
Tuscaloosa, Ala. (185)	—	**9**	—
Twin Falls, Idaho (202)	—	**8**	2
Tyler-Longview, Tex. (123)	**53**	10	16
Utica, N.Y. (158)	18	—	**24**
Victoria, Tex. (206)	5	—	**7**
Waco-Temple, Tex. (93)	21	**46**	34
Washington (9)	**285**	207	210
Watertown-Carthage, N.Y. (169)	4	**16**	—
Wausau-Rhinelander, Wis. (128)	**46**	34	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	70	27	**77**
Wheeling, W.Va.-Steubenville, Ohio (139)	—	**39**	38
Wichita-Hutchinson, Kan. (60)	**78**	70	61
Wichita Falls, Tex.-Lawton, Okla. (130)	**27**	21	26
Wilkes Barre-Scranton, Pa. (51)	**116**	56	76
Wilmington, N.C. (150)	30	9	**60**
Yakima, Wash. (127)	**29**	24	21
Youngstown, Ohio (88)	**61**	45	54
Zanesville, Ohio (201)	—	—	**12**

Cable operators search for space

Channel capacity is relatively tight and more new services are on the way; operators evaluating what to add and what to drop, with TNT, VISN on horizon

A raft of new cable programing services will be launched later this year, despite squeezes on channel capacity of cable systems. But many of the new services are backed by major MSO's and are expected to get wide carriage, raising the question of where operators will find room. Operators are now investigating the possibilities, and their decisions could indicate new criteria for carriage decisions. Not only may some distant signals, network duplicated stations and local independents be in jeopardy, so, too, may be marginal basic and pay cable services. Operators are also looking at merging services on single channels, as is the case with religious programing.

The most visible new service that will premiere in 1988 will be Turner Network Television. Although Jones Intercable and

NBC wins week 27 in prime time; CBS takes news, cancels Tuesday night comedy block

ABC solidified its hold on second place in the prime time race for week 27 of the season (March 21-27). NBC won the week with a 15.3/26, followed by ABC with a 12.9/22 and CBS with a 12.6/22. CBS's three-week old Tuesday night comedy block—consisting of ***Trial & Error, My Sister Sam, Coming of Age,*** and ***Frank's Place***—performed so poorly that the network announced it was eliminating the block, effective immediately. From 8 p.m. to 10 p.m. (March 22), the block averaged a 6.6 rating and a 10 share, a distant third to ABC's and NBC's first and second place finishes, respectively. Tomorrow night (Tuesday April 5) CBS said it would run the theatrical film "Pee Wee's Big Adventure" from 8 p.m. to 10 p.m., followed by the last broadcast of *Cagney and Lacey* in the Tuesday 10 p.m.-11 p.m. time period. On April 12, the *CBS Tuesday Night Movie* rejoins the schedule from 9 p.m. to 11 p.m., with *Cagney* going back to its Monday night time slot, forcing *Wiseguy* into hiatus. *Houston Knights* will return to the schedule Tuesdays, 8 p.m. to 9 p.m., leading into the movie.

A spokesman for CBS said *Frank's Place* and *My Sister Sam* would "definitely" return to the schedule at some point.

Also contributing to CBS's third place finish were regular-schedule preemptions on Thursday and Friday of that week for coverage of the NCAA Basketball Tournament. Thursday (March 24), CBS placed second with the NCAA coverage, but was about two rating points off its normal Thursday night average. On Friday, the network's average fell three points with the preemption of *Beauty and the Beast, Dallas,* and *Falcon Crest*, a lineup which usually places first, to third place with basketball.

On Saturday, CBS programed another sports special, coverage of the World Figure Skating Championships, and gained about one-and-a-half rating points, not nearly enough to make up the losses on the previous two nights.

In the evening news race, *NBC Nightly News* continued in a slump, finishing third for the eighth straight week with an average 9.4/19. *CBS Evening News* was on top once again with a 10.5/21, followed closely by *ABC World News Tonight*, which averaged a 10.4/20.

Nielsen		Net	Show		AGB
1.	28.0/45	N	Cosby Show	1.	29.8/47
2.	26.5/42	N	Different World	2.	28.4/43
3.	25.1/40	N	Cheers	3.	25.7/40
4.	22.0/35	C	Murder, She Wrote	4.	24.6/38
5.	21.8/34	A	Who's the Boss?	6.	21.6/34
6.	21.6/28	C	60 Minutes	5.	22.8/39
7.	20.7/33	C	CBS Sunday Movie	7.	20.5/33
8.	19.5/30	A	Wonder Years	10.	18.9/29
9.	19.4/33	N	Golden Girls	11.	18.8/32
10.	19.3/30	N	ALF	9.	18.9/29
11.	19.2/30	N	Matlock	8.	20.0/31
12.	19.1/32	A	Growing Pains	15.	17.2/28
13.	18.4/29	A	Moonlighting	17.	17.1/27
14.	18.3/29	A	Head of the Class	14.	17.4/28
15.	18.3/28	N	Valerie's Family	13.	17.9/27
16.	17.7/28	A	ABC Monday Movie	16.	17.1/28
17.	17.2/29	N	Days, Nights of M. Dodd *	12.	18.0/29
18.	16.8/26	N	In the Heat of the Night	18.	17.0/27
19.	16.6/26	N	NBC Sunday Movie	23.	15.2/24
20.	15.9/25	N	Country Music Awards	27.	14.8/24
21.	15.9/28	N	Amen	21.	15.9/27
22.	15.8/24	C	Newhart	24.	15.0/23
23.	15.3/25	N	Aaron's Way	20.	16.0/26
24.	15.2/24	N	Family Ties	29.	14.4/23
25.	15.1/27	A	Thirtysomething	38.	13.0/24
26.	14.7/25	A	Heartbeat *	31.	14.0/25
27.	14.7/26	N	227	22.	15.3/26
28.	14.6/22	C	Kate and Allie	26.	14.9/23
29.	14.5/22	C	Designing Women	35.	13.5/21
30.	14.2/27	A	20/20	19.	16.1/31
31.	14.1/27	N	Hunter	28.	14.5/28
32.	14.0/23	N	Highway to Heaven	44.	12.0/20
33.	13.7/21	N	Day by Day	30.	14.1/21
34.	13.5/25	N	Bronx Zoo	41.	12.7/23
35.	13.3/24	N	Facts of Life	34.	13.8/24
36.	13.2/24	C	Equalizer	47.	11.9/22
37.	13.1/23	A	Mr. Belvedere	32.	13.8/23
38.	13.0/23	A	Full House	25.	14.9/25
39.	12.9/23	C	World Figure Skating	37.	13.2/22
40.	12.7/23	A	Perfect Strangers	36.	13.3/23
41.	12.6/24	N	Miami Vice	55.	10.2/19
42.	12.4/22	N	Night Court	33.	13.8/23
43.	12.3/19	C	Eisenhower and Lutz	49.	11.4/18
44.	12.2/20	A	ABC Sunday Movie	43.	12.3/20
45.	12.1/20	C	Jake and the Fatman	39.	12.9/21
46.	11.8/21	A	Family Man	40.	12.7/22
47.	11.8/21	N	Crime Story	45.	12.0/22
48.	11.7/18	A	MacGyver	46.	11.9/18
49.	11.4/20	N	Disney's Totally Minnie	42.	12.3/21
50.	10.8/20	N	Year in the Life	56.	10.1/19
51.	10.7/19	C	Cagney and Lacey	50.	11.4/21
52.	10.5/20	A	Buck James	48	11.8/22
53.	10.5/18	C	Wiseguy	54.	10.3/18
54.	10.5/18	C	NCAA Basketball (Thu.)	52.	10.8/17
55.	10.3/18	N	Beverly Hills Buntz	51.	11.1/19
56.	9.8/19	A	Spenser: For Hire	65.	8.4/16
57.	9.8/19	C	Tour of Duty	63.	8.7/17
58.	9.8/21	C	NCAA Basketball (Thu. #2)	66.	8.4/18
59.	9.7/18	C	NCAA Basketball (Fri.)	53.	10.4/18
60.	9.1/15	A	Probe	64.	8.5/13
61.	9.0/15	A	Hotel	62.	8.7/14
62.	8.9/14	A	Supercarrier	60.	9.0/14
63.	8.8/16	A	Dolly	57.	9.8/17
64.	8.6/18	C	NCAA Basketball (Fri. #2)	68.	8.0/17
65.	8.2/13	C	High Mountain Rangers	58.	9.5/15
66.	8.2/14	N	Our House	61.	8.7/15
67.	8.0/14	A	Ohara	71.	7.4/12
68.	7.7/13	A	Disney Sunday Movie	70.	7.6/13
69.	7.6/12	C	Coming of Age	59.	9.4/15
70.	6.9/11	C	Frank's Place	67.	8.1/13
71.	6.9/11	C	My Sister Sam	69.	7.7/12
72.	5.1/8	C	Trial and Error	72.	5.7/9

* Indicates premiere episode

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Cablecastings

NIT picked

ESPN annouced last week it had secured the rights to the National Invitational Tournament's preseason and post-season college basketball contests. In all, ESPN will carry 13 to 14 games—the semifinals and the championships of both the Big Apple NIT preseason tournament in November and the post season tournament in late March. Previously the NIT tournament had been seen on USA Network through Mizlou Television.

USA had carried three games from the Big Apple tournament and three from the post season NIT thsi past season. In ESPN's expanded coverage, it will carry 10 games from the Big Apple tournament in November and three to four games of the final tournament, in March 1989. The 1988 preseason tournament will include North Carolina, Indiana, Louisville and Syracuse.

Penny for your order

Telaction Corp., the home shopping service owned by J.C. Penney, has signed Jones Intercable to carry the service to Jones's 35,600 subscribers in the Chicago area. Telaction allows subscribers to order merchandise through the keypad of a touch-tone telephone. Viewers can browse through video displays of merchandise and services from 38 companies, including Marshall Field's, Sears, Foot Locker and a local Chicago grocery chain.

On the lookout

The Kids Information Network, a basic cable service designed to help locate missing children, has lined up systems serving two million subscribers for its May launch. Organizers are soliciting cable operators and advertisers for the 24-hour channel that will be developed to showcasing some of the estimated 1.3 million missing children in the U.S.

The service is owned by United Broadcasting Systems, a for-profit entity based in Los Angeles, which has no other broadcast interests. According to President Jay Eckstein, UBS has its own studio from which the programing will be transmitted. Private investors with real estate interests have put up several million dollars to launch the service, said Eckstein. It will be seen on Satcom 1R, with the transponder price and location still under negotiation with General Electric.

The service will feature roughly 24, one-minute reports per hour on missing children, 14 minutes of features, 12 minutes of national advertising, two-and-a-half minutes for local advertising, with the rest of the time spent on promotions, ID's and introductions.

Eckstein said the service will be offered free to cable operators, and he hoped the local avails will spur operator's interest. No national advertising deals have been signed, but Eckstein said the company is talking to grocery chains, fast-food and dairy companies, the types of companies that have participated in finding missing children through other media. Companies that want to promote a good corporate image will also be sought to advertise, Eckstein said. The rate for one 30-second spot is $90; for one 60-second spot $150. The rate card drops to $80 each for 100 30's and $135 each for 100 60's.

Eckstein said 75% of the systems that have signed to date will carry the service full time. Operators can choose the amount of KIN programing they air, and they have the option of picking up segments that pertain to their area. The only MSO to have expressed an interest in signing has been Post-Newsweek, Eckstein said. "American Television & Communications was very helpful," said Eckstein, in also getting behind the project, although no company-wide commitment has yet been made.

In total, the service will air segments on several hundred missing children, and more as they become available, said Eckstein. KIN is also working with national missing children groups to gather material for the network.

Cable's top

Arbitron, through its Broadcast Advertisers Reports, has released a list of the top 10 cable television advertisers for 1987, based on figures supplied from six cable programers—CBN, CNN, ESPN, MTV, USA Network and WTBS(TV) Atlanta. Leading the list is Procter & Gamble at $23.7 million, which represents a 20% drop from 1986. New to the top 10 are Coca-Cola and Thompson Medical.

Company	1987 total	% change from 1986
1. Procter & Gamble	$23,713,272	-20.3
2. Anheuser-Busch	22,943,379	+17.7
3. Philip Morris	20,581,730	- 7.2
4. General Mills	18,580,934	+19.6
5. Time	16,411,682	+ 2.3
6. Mars Inc.	14,876,662	-15.8
7. RJR Nabisco	14,688,479	+40.5
8. Coca-Cola	9,796,911	+59.8
9. Thompson Med	8,373,684	+360.2
10. General Motors	7,967,826	+10.6

This announcement appears as a matter of record only.

CARAVELLE Broadcast Group

Caravelle Broadcast Group Consolidated, Inc.

has purchased the stock of Media Concepts, Inc., owner of radio station

WJJR-FM, Rutland, Vermont

The undersigned acted as financial advisor to Caravelle Broadcast Group Consolidated, Inc. in connection with this transaction and assisted in the recapitalization of the company.

Chemical Bank Investment Banking

March 1988

CHEMICAL BANK INVESTMENT BANKING

4/12/88 C 1750-1

The Fifth Estate

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Broadcasting Apr 11

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The FCC's Dennis Patrick

THE NAB CONVENTION

Vol. 114 No. 15

Broadcasting Apr 11

Dennis Patrick: The chapter and verse...page 31

NAB turns its back on deregulation...page 34

Big deals in radio on convention eve...page 36

SECOND THOUGHTS ☐ In this pre-convention interview with BROADCASTING editors, NAB President Eddie Fritts says that although association does not want to return to era of complete regulation, there is concern among NAB's membership that deregulation may, in some cases, have been "two-edged sword." **PAGE 34.**

Broadcasting's associate editor, Kim McAvoy, interviews Eddie Fritts.

THAT'S THE TICKET ☐ Some 40,000 broadcasters are in Las Vegas this week for NAB's annual meeting, which this year runs under banner: "Broadcasting & Democracy: the Winning Ticket." Overview of convention agenda and exhibitors begins on **PAGE 41.**

FROM HERE TO INFINITY ☐ During his seven-year tenure at Infinity Broadcasting, Mel Karmazin has helped build company into largest radio-only station group, with reputation as well-managed and aggressive player in station trading. On eve of NAB, Karmazin discusses regulatory, economic and other issues facing medium. **PAGE 94.**

WALKING WOUNDED ☐ NBC Radio newsman C.D. Jaco was injured in line of duty while covering unrest in Panama. **PAGE 118.**

NO SIMPLE MARKETPLACE ☐ While new and returning programs try to dethrone *Wheel of Fortune* and *Jeopardy!*, there is also growing competition from talk shows, *Cosby* and *USA Today* entering early fringe and/or access time periods. **PAGE 101.**

MONEY TO CABLE ☐ Although it remains fraction of broadcast networks, cable advertising is increasingly becoming attractive place for advertisers' dollars. **PAGE 106.**

VIEW FROM THE WATCHTOWER ☐ Over past 40 years Jules Cohen, this year's recipient of NAB's Engineering Achievement Award, has been observer of and participant in changing state of broadcast engineering. **PAGE 139.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE

Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

NAB has offered survey indicating that advertising in children's programing is currently under proposed 9.5 minute limit.

Comparative Renewal Reform

■ Seventeen Republican members of House Commerce Committee have sent letter to FCC Chairman Dennis Patrick urging him to follow through on his announced intention to reform comparative license renewal procedures.

In speech at conference sponsored by National Association of Broadcasters in March, Patrick criticized current process and said time may be ripe for FCC action. Patrick received cue for speech from key members of Congress, who said congressional reform efforts had bogged down. Week after Patrick speech, NAB President Eddie Fritts also encouraged Patrick to take action, saying FCC should prohibit, among other things, license challengers from receiving payments from incumbents in excess of their "prudent and legitimate" expenses. Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that their applications may be subject to more stringent scrutiny than in the past. Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor (BROADCASTING, March 21). Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting five other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick on subject are any guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in Los Angeles in January, Patrick said world in which cable can refuse to carry independent's signal while at same time enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there ("Closed Circuit," Dec. 21, 1987). House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) that would condition compulsory license on whether cable operator is carrying local broadcast signals. At National Association of Broadcasters joint board of directors meeting in January, television board directed staff to investigate all aspects of compulsory license as part of its consideration of issues related to must carry. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in final hours of its last session violated First and Fifth Amendments of Constitution by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he had sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York. But Murdoch now has opportunity to retain Boston Herald and WFXT-TV Boston. Court did not, however, rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess to block Murdoch from getting extension of waivers that allowed him to maintain, temporarily, crossownerships in New York and Boston. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules. News America stopped short of asking for repeal, saying FCC should consider applications of ban on case-by-case basis. In light of Hollings-Kennedy, which applies to television-newspaper only, American Newspaper Publishers Association urged FCC to lift ban on radio-newspaper crossownership to develop record for reevaluating television-newspaper ban when that becomes possible.

Telco-cable—Should telephone companies be allowed to offer cable service within their telephone service areas? That's central question in FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not wait-

April 16-17—"Economics and the '88 Elections," conference for journalists co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

Also in April

April 17-20—*Broadcast Financial Management Association* 28th annual conference. Speakers include FCC Commissioner Patricia Dennis. Hyatt Regency, New Orleans. Information: (312) 296-0200.

April 18—Deadline for entries in Public Service Announcement Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Information: (212) 586-8424.

April 19—Pay-per-view videoconference, sponsored by *Cable Television Administration and Marketing Society*'s pay-per-view committee. On Satcom 3R7, originating from Centel Cable TV in Wheaton, Ill. Information: (202) 371-0800.

April 19—"The Future of Television in a Changing Society," sponsored by *The Washington Journalism Center*. Speakers include Edward Fritts, president, National Association of Broadcasters; James Mooney, president, National Cable Television Association; James Quello, FCC; George Gerbner, dean of Annenberg School of Communications. Watergate hotel, Washington. Information: (202) 331-7977.

April 19—*New York Women in Cable and Turner Broadcasting* meeting. Speaker: Shelly Duvall, chairwoman, Think Entertainment. Viacom Conference Center, New York. Information: Beth Araton, (212) 661-6040.

April 19—*Women in Cable, Greater Philadelphia chapter*, meeting. Adams Mark hotel, Bala Cynwyd, Pa. Information: (215) 293-8681.

■ **April 20**—"The New Television Mix and the Political Process," luncheon panel sponsored by *National Cable Television Association* and *National Academy of Cable Programing*, in celebration of National Cable Month. Panel: David Gergen (moderator), editor, *U.S. News & World Report*; Robert Beckel, manager, 1984 Mondale campaign; Ed Rollins, manager, 1984 Reagan campaign; Bill Headline, VP-Washington bureau chief, CNN, and Brian Lamb, chairman and CEO, C-SPAN. National Press Club, Washington. Information: (202) 342-7723.

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■ **April 20**—Symposium on Minorities and Women in Television, co-sponsored by *Caucus for Producers, Writers and Directors* and *Los Angeles County Commission on Human Relations*. Los Angeles Midtown Hilton. Information: (213) 652-0222.

April 21—*Advertising Club of Greater Boston* annual ad club sports panel luncheon. 57 Restaurant, Boston.

April 20-22—*Indiana Broadcasters Association* spring conference. New Harmony Inn, New Harmony, Indiana.

April 20-22—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Radisson Mark Plaza, Alexandria, Va. Information: (202) 429-5456.

April 21—*White House Correspondents Association* annual dinner. Washington Hilton, Washington.

April 21—*Academy of Television Arts and Sciences* forum luncheon, "Television: From Both Sides of the Table." Speaker: Fred Silverman, president, Fred Silverman Co. Century Plaza hotel, Los Angeles. Information: (818) 953-7575.

April 21-24—*National Alliance of Third World Journalists* national conference. Atlanta. Information: (202) 462-8197.

April 22—*New Jersey Broadcasters Association* annual engineering seminar. Wood Lawn, Douglass College, Rutgers University, New Brunswick, N.J. Information: (201) 247-337.

April 22-23—*Kentucky Cable Television Association* general membership meeting. Holidome, Bowling Green, Ky.

April 22-23—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Sheraton Oaks hotel, Novi, Mich. Information: Catharine Rice, (202) 626-3250.

April 22-24—"PBS Rocky Mountain Retreat," women's media conference sponsored by *Public Broadcasting Service*. Sundance, Utah. Information: (703) 739-5218.

April 23—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Waverly hotel, Atlanta.

April 23—Elizabeth P. Campbell lecture series sponsored by *WETA(TV) Arlington, Va.* Speaker: Judy Woodruff, chief Washington correspondent, *MacNeil/Lehrer NewsHour*. WETA studios, Arlington, Va. Information: (703) 998-2713.

April 25—"Executives Talk About Strategic Outlook of the Communications Industries," seminar sponsored by *Center for Communication*. Center, 30 Rockefeller Plaza, floor 53, New York. Information: (212) 265-9130.

April 26-27—*Ohio Association of Broadcasters* spring convention. Westin hotel, Cincinnati.

April 27—*New York Television Academy* luncheon. Speaker: Ted Turner, Turner Broadcasting System. Copacabana, New York. Information: (212) 765-2450.

■ **April 27**—*San Diego Communications Council* videoconference with FCC Chairman Dennis Patrick. Reuben H. Fleet Space Theater, Balboa Park, San Diego. Information: (619) 265-6933.

April 28—Sixth annual Lowell Thomas Award presentation, for "excellence in broadcast journalism," presented by *Marist College*, to Harry Reasoner, correspondent and co-editor of CBS's *60 Minutes*. Helmsley Palace, New York. Information: (914) 471-3240.

April 28-30—*Texas Associated Press Broadcasters Association* annual convention. Hilton hotel, Odessa, Tex.

April 28-May 3—24th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France. Information: (212) 967-7600.

April 29—*National Association of Telecommunications Officers and Advisors* regional telecommunications conference. Marriott, Torrance, Calif. Information: Susan Herman, (213) 485-2866.

April 30-May 3—*National Cable Television Association* annual convention and exposition. Theme: "Cable '88: Seeing is Believing." Los Angeles Convention Center, Los Angeles. Information: (202) 775-3629.

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new host [Ray Combs] and the way they are booking the show, with a younger appeal."

He added: "In a head-to-head battle with *Wheel*, either *Feud* or *Win, Lose or Draw* would not win in household ratings; *Wheel* will still be the number-one syndicated show a year from now. There is a possibility," he said, "that the demos from *Wheel* will be a little older than those of *Feud* and *Win, Lose or Draw.*"

Among the shows that are expected to have moderate to limited success are Barris Industries' return of the *Gong Show*, *New Newlywed* and *Dating Game;* Fox's *Double Dare;* Paramount Television's *Wipeout;* Four Star's *The New Liar's Club;* Worldvision's *Trivial Pursuit*, Orion's *Hollywood Squares;* Multimedia's *Sweethearts*, and ABR's *Yahtzee* (production for *Yahtzee* has stopped due to legal squabbles between the co-producers of the show. ABR is calling it a question mark for the fall), and *Lingo*. *The Gong Show* and *Wipeout* are the strongest of the group going into the fall, according to many station reps.

D.L. Taffner's *Whose Baby*, scheduled to launch in the fall, will not make it, according to Dick Kurlander. "They came out with it too late. It may come back at a later date and we hope it does because it is a good show."

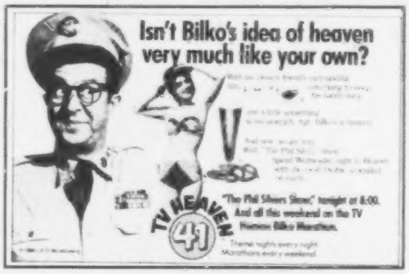
Game shows not returning for fall '88 are Orion's *High Rollers* and Fox's *$100,000 Pyramid*.

The failure of *High Rollers* "is an indication of how crowded and difficult the market has become," according to Larry Hutchings, senior vice president, sales and marketing, Orion Television. ☐

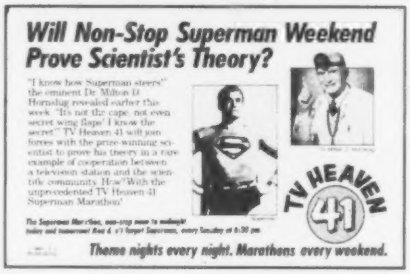
Oldies format, for TV

Minneapolis station teams up with ad agency to create TV format, 'TV Heaven 41,' of old programs; target is baby boomers

A Minneapolis-area television station has joined forces with a New York-based advertising agency to create a new television format designed to appeal to baby boomers who still have an appetite for programs they watched while growing up. If the format takes off (the first returns will be in with the May rating books), its creators may market it nationally.


Isn't Bilko's idea of heaven very much like your own?
TV HEAVEN 41

"The Phil Silvers Show," tonight at 8:00. And all this weekend on the TV [illegible] Bilko Marathon.


Will Non-Stop Superman Weekend Prove Scientist's Theory?
TV HEAVEN 41

"I know how Superman steers!" the eminent Dr. Milton D. Hornslug revealed earlier this week. "It's not the cape, not even secret wing flaps! I know the secret!" TV Heaven 41 will join forces with the prize-winning scientist to prove his theory in a rare example of cooperation between a television station and the scientific community. How? With the unprecedented TV Heaven 41 Superman Marathon!

Theme nights every night. Marathons every weekend.

The format, known as "TV Heaven 41," is owned jointly by Halcom Inc., KLXI(TV) St. Cloud, Minn., and Fred/Alan Inc., the New York-based advertising agency responsible for the on-air look of MTV and Nickelodeon.

KLXI(TV) (which covers the Minneapolis market with its Rochester, Minn-based satellite, KXLT-TV) is the fourth-rated independent station in the market. The station, which went on the air in 1981, and its satellite were bought last summer from L.E.O. Broadcasting. According to Doug McMonagle, new general manager of the station, research done in the market showed there was unfulfilled demand for older programs, known in the business as "evergreen" material. If packaged properly, he said last week, he believes the right schedule could lift the station from hash marks in the rating book to perhaps an average 3 rating/5 share.

"TV Heaven 41" uses a theme approach to program what amounts to an "oldies" format for TV. Each night of the week will feature a different theme, such as science fiction, comedy, western, detective and war. The weekend schedules will feature "marathons" of shows. Programs such as *Combat*, *Topper*, *Rawhide*, *Get Smart*, *Superman* and *My Favorite Martian* are planned.

The pitch to agencies, said McMonagle,

Tuesday problems keep CBS in third

Still suffering the disastrous effects of its now-aborted Tuesday night comedy lineup, CBS placed third again in the prime time ratings for week 28 of the season (ending April 3). NBC was first with a 14.6 rating and a 25 share, followed by ABC, 12.8/22, and then CBS, 12.6/22. The third and final week of the comedy block gave CBS an average 9.4 rating and a 16 share for the night, a distant third behind ABC (16.5/27) and NBC (16.4/27). On Monday night, CBS's established comedy block from 8 p.m. to 10 p.m. received solid second-place numbers from 8 p.m. to 9:30 p.m. with *Kate and Allie*, *Designing Women* and *Newhart*, but foundered at 9:30 p.m. with the mid-season replacement *Eisenhower & Lutz*, which fell to third place, where the network ended for the night. On Wednesday, the premiere of CBS's *Smothers Brothers Comedy Hour* was third in its time period against *Aaron's Way* on NBC and a one-hour special *Growing Pains* on ABC. The new Smothers Brothers program ranked 52nd among prime time shows for the week. After finishing last the first three nights of the week, CBS pulled into second place on Thursday night with its lineup of *48 Hours*, *Simon & Simon* and *Knots Landing*. ABC's schedule of *Probe*, *Hotel*, and *Buck James* averaged only an 8.3/14. CBS took Friday (April 1) with its regular lineup of *Beauty and the Beast*, *Dallas* and *Falcon Crest*.

On Saturday night, NBC dominated with its regular comedy lineup.

Nielsen		Net	Show	AGB	
1.	25.1/42	N	Cosby Show	1	25.6/44
2.	24.2/41	N	Different World	2	23.3/40
3.	23.2/39	N	Cheers	3	22.3/38
4.	22.0/35	A	Who's the Boss?	5	20.3/33
5.	20.3/36	N	Golden Girls	4	20.9/38
6.	19.4/30	N	ALF	6	19.6/31
7.	19.2/30	A	Wonder Years	8	19.1/30
8.	19.0/30	N	Matlock	7	19.5/31
9.	18.1/29	A	ABC Monday Movie	17	16.2/27
10.	18.1/29	A	Growing Pains	10	16.7/27
11.	17.4/28	N	In the Heat of the Night	12	16.6/27
12.	16.8/30	N	Amen	15	16.5/31
13.	16.7/25	N	My Two Dads	19	16.1/25
14.	16.6/30	N	L.A. Law	32	13.4/25
15.	16.5/29	C	Knots Landing	27	14.4/27
16.	16.4/28	N	Days, Nights of M. Dodd	24	15.2/26
17.	16.2/28	C	Dallas	20	16.0/29
18.	16.1/26	A	Dynasty	35	12.7/21
19.	16.0/29	N	227	21	15.5/28
20.	15.5/25	A	Moonlighting	14	16.5/27
21	15.2/33	C	60 Minutes	13	16.6/35
22	15.1/23	C	Newhart	23	15.3/24
23	14.9/24	N	NBC Monday Movie	25	15.0/25
24	14.7/22	C	Designing Women	16	16.3/25
25	14.6/26	C	Murder, She Wrote	11	16.7/29
26	14.5/25	C	CBS Sunday Movie	18	16.2/27
27	14.5/23	N	Aaron's Way	9	17.0/28
28	14.3/26	N	Miami Vice	45	11.7/22
29	14.1/28	N	Hunter	42	11.9/25
30	14.0/26	N	Facts of Life	29	13.6/25
31	14.0/25	C	Equalizer	31	13.4/26
32	14.0/23	A	Heartbeat	41	11.9/23
33	13.8/22	N	Highway to Heaven	22	15.4/25
34	13.7/25	C	Falcon Crest	30	13.5/26
35	13.6/21	C	Kate and Allie	26	14.5/23
36	13.5/21	A	MacGyver	39	11.9/19
37	13.3/24	C	NCAA Champ Final 4 #2	38	12.0/22
38	13.3/24	A	Thirtysomething	34	12.8/24
39	13.1/23	N	Night Court	40	11.9/21
40	13.1/22	N	NBC Sunday Movie	28	13.7/23
41	12.9/24	A	ABC Sunday Movie	56	10.4/19
42	12.9/23	N	Crime Story	36	12.4/23
43	12.7/20	C	Jake and the Fatman	33	13.2/22
44	12.4/23	A	Perfect Strangers	49	11.0/21
45	12.3/19	C	Eisenhower and Lutz	44	11.7/19
46	12.1/22	A	Full House	55	10.4/19
47	12.1/20	C	Simon and Simon	51	10.9/19
48	12.0/22	C	Cagney and Lacey	48	11.1/21
49	11.8/22	C	Beauty and the Beast	46	11.6/22
50	11.5/20	N	Beverly Hills Buntz	60	9.6/17
51	11.4/21	A	20/20	43	11.7/22
52	11.3/18	C	Smothers Brothers *	37	12.1/19
53	10.8/20	N	Bronx Zoo	54	10.5/20
54	10.8/19	A	Mr. Belvedere	59	9.8/17
55	10.2/19	N	Highwayman	57	10.2/19
56	10.1/17	C	Wiseguy	65	8.8/15
57	10.1/16	C	Coming of Age	53	10.5/17
58	10.0/20	C	West 57th	58	9.9/21
59	9.7/19	A	Spenser: For Hire	63	9.0/19
60	9.7/17	N	Day by Day	47	11.4/19
61	9.6/17	A	Family Man	62	9.4/17
62	9.5/16	A	Probe	61	9.4/16
63	9.3/16	A	Unruly Dragon	67	8.5/15
64	9.2/17	N	Family Ties	50	10.9/20
65	9.0/14	C	Frank's Place	64	9.0/15
66	8.8/16	A	Ohara	66	8.6/16
67	8.6/16	A	Dolly	52	10.6/19
68	7.9/13	A	Hotel	71	7.1/12
69	7.9/12	C	My Sister Sam	69	7.6/12
70	7.5/13	A	Buck James	70	7.1/13
71	6.9/12	C	48 Hours	68	7.7/13
72	5.4/9	C	Trial and Error	72	6.2/10
73	4.2/9	N	Easter in Rome	73	5.5/12

* Indicates premiere episode

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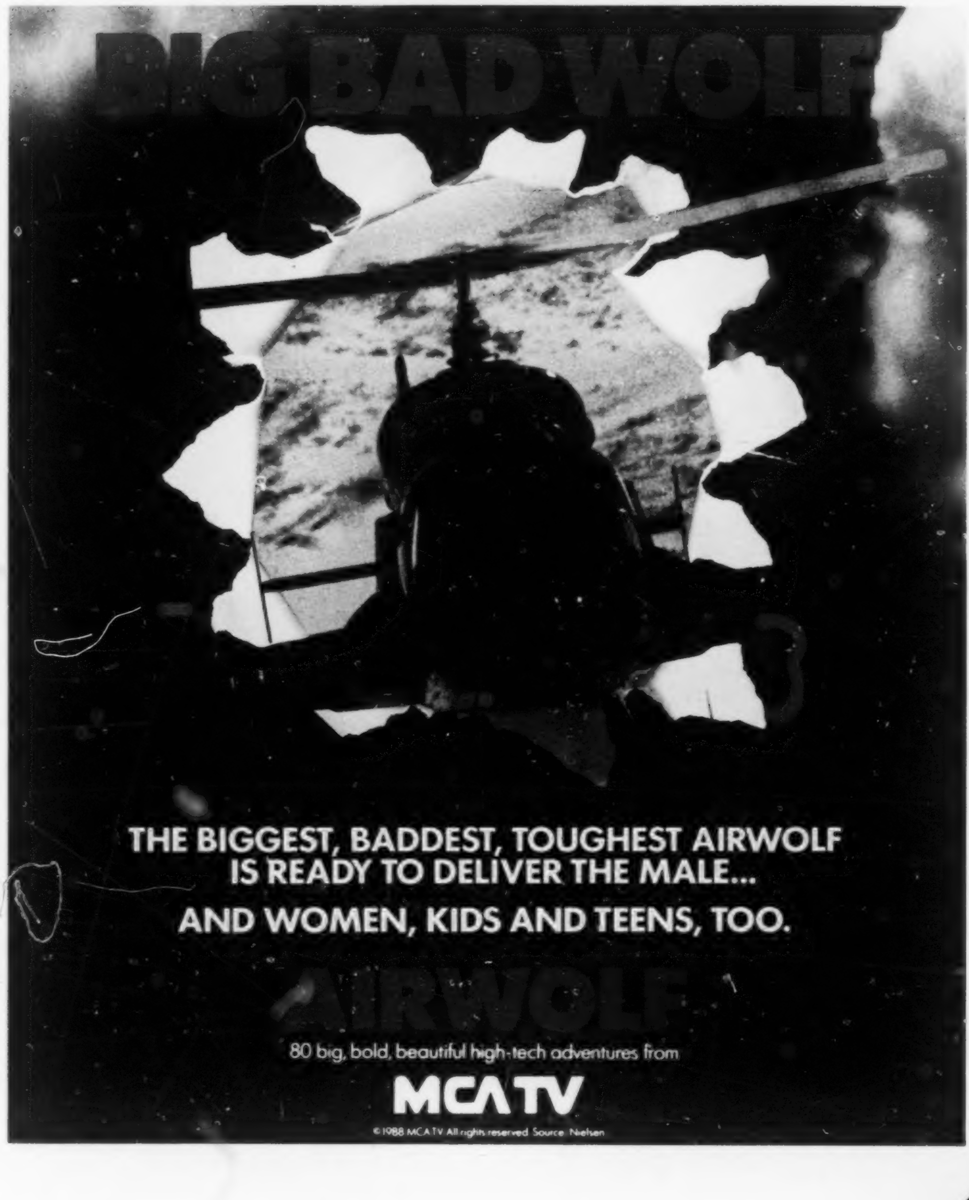
Broadcasting Apr 18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57th Year 1988
NAB'S BIGGEST

Vol. 114 No. 16

Broadcasting Apr 18

47,000 flock to NAB's biggest...page 44

HDTV's the main attraction...page 47

Patrick, NAB make peace in Las Vegas...page 46

MR. PRESIDENT, MR. BROADCASTER □ Ronald Reagan adds dramatic high point to NAB convention, reminding broadcasters of his commitment to repeal of fairness doctrine and appealing for help in obtaining Senate action on his FCC nominees. Below, President, who began his radio career over 50 years ago, receives NAB's first Ronald Reagan Broadcasting Award from NAB's Wallace Jorgenson and Eddie Fritts. **PAGE 43.**

GEE...NO, CERRITOS □ Over objections of NCTA and California Cable TV Association, FCC grants waiver for telephone company, GTE, to build cable system in Cerritos, Calif. **PAGE 50.**

NAB 88 □ Representatives of FCC and Congress face off on deregulation, **PAGE 52.** Two key FCC officials say commission unlikely to change duopoly rule, **PAGE 56.** Congressional panel asks for evidence that lack of must carry and importation of signals harm broadcasters, **PAGE 58.** NAB honors former FCC Chairman Mark Fowler with Distinguished Service Award, **PAGE 60.** Congressional and FCC staffers spar over fairness doctrine, **PAGE 61.** Economists optimistic about broadcasting industry, **PAGE 70.** Shifting international TV market is focus of NAB management panel, **PAGE 74.** NBC News's Larry Grossman argues for TV as "instrument of truth," **PAGE 75.** Future may be with DBS and fiber optics, say panelists, **PAGE 76.** FMX draws its share of interest at NAB, **PAGE 80.** New radio ratings diary may raise response rates, **PAGE 82.**

CABLE-FRIENDLY □ CAB conference finds evidence that for advertisers, cable is increasingly place to turn. **PAGE 87.**

FOX NEWS □ Fox Broadcasting Co. takes step into network news business. **PAGE 91.**

IDENTITY CRISIS □ Public TV's programing identity dominates concerns voiced at PBS/NAPTS annual meeting held this year in Arlington, Va. **PAGE 96.**

UBIQUITOUS RUSH □ In addition to keeping him in perpetual motion, Warner Rush's traveling work style has proved successful. Under him, Major Market Radio has broadened its station client base, more than doubled its staff and increased its gross billings almost four-fold. **PAGE 127.**

DONE DEAL □ NBC-Disney deal marks first time broadcast network has produced series programing for exclusive cable run before its network airing. **PAGE 129.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses

† Penetration percentages are of TV household universe of 88.6 million.

nels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's television bill. He is proposing legislation limiting commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programing. Bill would, however, require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept some commercial time limits, but balk at programing standard as part of renewal.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising.

Children's television legislation is also pending in Senate, but no action appears imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5 minute limit.

Comparative Renewal Reform

■ Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

In speech before National Association of Broadcasters convention in Las Vegas on Tuesday, April 12, Patrick called for overhaul of comparative renewal process to eliminate "abuses," as well as articulation of criteria for license renewal expectancy.

In interview with BROADCASTING before convention, NAB President Eddie Fritts said that rather than continue its push for elimination of entire comparative license renewal process, NAB might settle for clean up of abuse of process. "If you remove payoffs," said Fritts, "you remove comparative renewal as issue...You get challenges based on genuine interests as opposed to payoffs."

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past. Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting five other television stations.

Crossownership

■ *Telco-cable*—Last week (April 12), FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif (see "Top of the Week"). Cable groups, including NCTA, had objected to decision and plan to fight ruling.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Although he doesn't expect measure to go anywhere this year, Nielson said it could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in final hours of its last session violated First and Fifth Amendments of Constitution by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to themselves in if they could block off foreign car imports (oh, I'm sure they would love it). But on the side of the consumers, it's not at all the "best system on earth," to the point of having been christened a "vast wasteland." Stations in every corner of this country look and sound exactly alike, with formulas and formats predictable to the extreme, generating nothing else but a vicious circle of sound-processed boredom.

I'm wondering if Mr. Giddens has ever traveled through Europe with a transistor radio for some time. The superiority in creativity, unpredictability, innovation, openness to new ideas and commitment to the public would have hit him in the face like a hot wet towel. Maybe he did, and that's why he is so concerned.—*D. Pieri, freelance international broadcast consultant, San Diego*

Don't knock Knox

EDITOR: Your March 21 issue carried a story on page 65 about Senator Bob Dole and a "glitch" that interrupted his live telecast from Knox College in Galesburg, Ill.

The next to last paragraph of your story quotes a Dole spokesperson quoting "an electrical engineering consultant" to the effect that the power failure was caused "by old wiring" at Knox.

Undoubtedly, some of our wiring is old, but this would hardly account for the "glitch." First, as you mentioned, the audio continued when the picture broke up. Second, nothing else electrical failed or even flickered, despite the fact that the national press corps for both Senator Dole and Vice President Bush were on the Knox campus at the same time, drawing extraordinary amounts of power from the Knox electrical system.

The only thing that went wrong, in fact, was the loss of the Dole picture, as you described in your story. Chances are, the "glitch grinch" that stole the Dole video signal was someone or something connected to the technical crew or equipment. It might also have something to do with the fact that only 18 hours elapsed between the Dole campaign decision to come to Knox College and air time for the live telecast. We are sorry that something went wrong with the signal but it doesn't do any good to blame the college when the facts don't point in that direction.

When Mr. Lincoln and Mr. Douglas debated the issue of slavery in 1858 on the steps of Knox's Old Main, historians report that the debaters' words were repeated to those in the rear of the crowd by people farther forward who were better able to hear the remarks of the unamplified senatorial contestants. Often, those who relayed the words of the Railsplitter and the Little Giant condensed and reinterpreted the message to keep up with the flow of the debate. It would seem that it is just as difficult in 1988 as it was in 1858 to "get it first, get it fast, and get it right."—*Richard D. Nirenberg, director of public relations, Knox College, Galesburg, Ill.*

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CBS, NBC share first in prime time

CBS and NBC tied for first in week 29 of the prime time race with both averaging a 14 rating and 24 share. ABC finished almost three rating points behind with an average 11.2/19. With one week left to go in the official season, the standings were: NBC, 16.1/26; ABC, 13.7/22, and CBS, 13.5/22. (For a season-ending wrap-up, see "Top of the Week.")

Week 29, the first full week of daylight saving time, saw the combined three-network evening news rating drop by two points (with a one point drop in share) to a 27.5/58, with ABC leading the way with a 9.7/20. CBS was second with a 9.3/20, and NBC trailed, as it has for the past two months, with an 8.5/18.

In prime time, CBS was helped to a Monday-night victory with the National Collegiate Athletic Association Basketball Tournament final game, which averaged an 18.8/30. ABC, normally the strongest on Tuesday nights, lost its edge with repeats of *Who's the Boss*, *Moonlighting* and *Thirtysomething*. NBC won the night with a *Matlock* rerun, followed by original episodes of the midseason *In the Heat of the Night*, and *Crime Story*. ABC's midseason *Wonder Years* finished a strong second to the second half of *Matlock* at 8:30 p.m., with a 17.1/28.

ABC took Wednesday, leading off with a *Growing Pains* rerun in its new time spot at 8 p.m. CBS's midseason *Smothers Brothers Comedy Hour* finished last at 8-9 p.m. with a 10.5/18, behind NBC's midseason *Aaron's Way* (14/1/24) and ABC's *Growing Pains* (16.6/29) and a *Head of the Class* repeat (16/27). At 9:30, ABC's midseason *Just in Time*, was third behind the second half of CBS's *Jake and the Fat Man*, which won the time period, and *A Year in the Life* on NBC. At 10, NBC's *Bronx Zoo*, which started the season as once-a-month "designated hitter," and is now in the time period for a short regular weekly flight, was last with 9.4/17, well behind ABC's midseason *Heartbeat* (12.3/22) and CBS's *Equalizer* (14.1/25).

NBC won easily on Thursday, as CBS did on Friday, both with regularly scheduled programing. NBC also won easily with its comedy lineup on Saturday.

On Sunday, ABC's midseason *Supercarrier* finished last in its time period at 7-8, with a 7/13, behind *Our House* on NBC (8.5/16) and CBS's 60 Minutes, (18.5/34). NBC's midseason comedy *Day by Day* was second in its time period (8:30) with a 15./23, against *Murder, She Wrote* on CBS, which won the time period (22.3/34), and the second half-hour of the ABC Sunday Night Movie ("From Russia with Love"), which averaged a 9.1/14.

Nielsen		**Net**	**Show**	**AGB**	
1.	23.2/40	N	Cosby Show	2.	21.4/38
2.	21.6/34	C	Murder, She Wrote	1.	21.8/35
3.	20.7/35	N	My Two Dads	5.	18.9/32
4.	20.2/33	N	Cheers	6.	18.9/31
5.	20.0/31	N	NBC Sunday Movie	11.	17.3/28
6.	19.1/35	N	Golden Girls	3.	21.0/36
7.	18.8/30	C	NCAA Championship	8.	17.8/29
8.	18.5/34	C	60 Minutes	4.	19.1/35
9.	18.4/29	C	CBS Sunday Movie	9.	17.8/30
10.	17.2/30	A	Who's the Boss?	10.	17.8/31
11.	17.1/28	A	Wonder Years	12.	17.3/28
12.	16.7/28	C	Knots Landing	17.	15.5/28
13.	16.7/31	N	Amen	7.	17.9/31
14.	16.6/29	A	Growing Pains	18.	15.2/25
15.	16.5/26	N	In the Heat of the Night	13.	16.6/26
16.	16.2/28	C	Dallas	15.	15.6/27
17.	16.1/27	N	Matlock	14.	16.6/28
18.	16.0/27	A	Head of the Class	20.	14.7/24
19.	15.0/23	N	Day by Day	25.	14.2/22
20.	14.9/25	C	Designing Women	21.	14.6/24
21.	14.8/24	C	Jake and the Fatman	30.	13.3/22
22.	14.6/24	A	Hooperman	29.	13.4/22
23.	14.6/24	N	Days, Nights of M. Dodd	23.	14.4/24
24.	14.5/22	A	ABC Monday Movie	34.	12.5/20
25.	14.3/23	N	Family Ties	22.	14.4/24
26.	14.2/24	N	L.A. Law	31.	13.1/24
27.	14.1/25	C	Equalizer	35.	12.4/23
28.	14.1/24	N	Aaron's Way	16.	15.5/25
29.	13.9/22	A	Moonlighting	28.	13.6/22
30.	13.8/27	N	Hunter	24.	14.3/27
31.	13.7/24	C	Kate and Allie	19.	15.1/26
32.	13.7/22	C	Simon and Simon	39.	12.1/20
33.	13.1/24	C	Falcon Crest	31.	13.1/24
34.	13.0/21	N	NBC Monday Movie	27.	13.7/22
35.	12.7/22	A	Thirtysomething	40.	12.1/22
36.	12.7/23	C	Beauty and the Beast	37.	12.1/22
37.	12.6/21	A	McGyver	36.	12.2/21
38.	12.4/20	A	Just in Time*	47.	10.7/18
39.	12.4/20	N	Year in the Life	26.	13.7/23
40.	12.3/22	A	Heartbeat	46.	10.9/20
41.	12.2/21	N	Crime Story	41.	12.1/22
42.	12.1/21	C	Cagney and Lacey	44.	11.8/21
43.	11.9/21	A	Full House	49.	10.2/18
44.	11.9/22	A	20/20	33.	12.7/23
45.	11.5/22	A	Perfect Strangers	51.	9.8/18
46.	11.4/22	N	Mama's Boy Special	43.	11.9/21
47.	11.3/23	N	227	42.	11.9/23
48.	10.7/19	N	Miami Vice	59.	8.9/16
49.	10.7/19	N	Night Court	38.	12.1/21
50.	10.5/17	A	Plague Upon the Land	61.	8.4/14
51.	10.5/18	C	Smothers Brothers Hour	45.	11.4/19
52.	10.4/18	A	Mr. Belvedere	65.	7.8/13
53.	10.0/20	A	Spenser: For Hire	55.	9.3/18
54.	10.0/16	C	CBS Special Movie	56.	9.2/15
55.	9.6/15	A	ABC Sunday Movie	53.	9.5/15
56.	9.5/17	C	Tour of Duty	66.	7.7/13
57.	9.4/17	N	Bronx Zoo	60.	8.7/16
58.	9.2/16	C	48 Hours	52.	9.7/17
59.	9.1/18	A	Dolly	48.	10.5/20
60.	9.0/16	A	Family Man	62.	8.4/14
61.	9.0/16	N	Beverly Hills Buntz	58.	9.0/15
62.	8.9/17	C	High Mountain Rangers	63.	8.2/15
63.	8.8/15	A	Buck James	68.	6.8/12
64.	8.5/16	N	Our House	50.	9.8/19
65.	8.2/16	C	West 57th	64.	8.1/15
66.	8.0/15	N	Highwayman	57.	9.1/17
67.	7.3/13	A	Probe	67.	7.4/13
68.	7.1/12	A	Hotel	70.	6.4/11
69.	7.0/13	A	Ohara	54.	9.3/16
70.	7.0/13	A	Supercarrier	69.	6.6/13

* Indicates premiere episode

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Broadcasting Apr 25

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Equipment A to Z

Programing preview

MIP-TV '88

Vol. 114 No. 17

Broadcasting▪Apr 25

Writers strike: the damage escalates...page 35

'Seeing is believing' at NCTA in LA...page 37

Wrap-up and rundown of NAB's largest exhibit...page 45

LET THE SWEEPS BEGIN □ Although ongoing writers strike has forced cancellation of some scheduled series finales, three commercial broadcast networks are planning more than 50 hours of "special" programing for upcoming May sweeps period. **PAGE 36.**

GOING HOLLYWOOD □ Programing will be major focus of NCTA's annual convention being held in Hollywood's backyard. **PAGE 37.**

ASK AND YOU SHALL RECEIVE □ Request Television announces launch of second pay-per-view service in effort to satisfy growing demand for PPV service and to give consumer "lot of convenience," says Request chairman and CEO, Jeffrey Reiss. **PAGE 38.**

EXTRA INNINGS □ Baseball team owners consider starting all-baseball cable channel. **PAGE 39.**

EVERYTHING'S UP TO DATE IN LAS VEGAS □ NAB's 1988 equipment exhibition sets new records in attendance, square footage and number of exhibiting companies. BROADCASTING's roundup of radio, TV, satellite transmission, production and post-production products offered during show begins on **PAGE 45.** High-definition television had a high profile at NAB convention, with more discussion of medium in meeting rooms and higher visibility of HDTV equipment on exhibit floor. **PAGE 55.**

CANNES DO □ More than 6,000 international TV executives are expected to attend MIP-TV in Cannes, France, this week, including representatives of Hollywood studios, independent producers and broadcast and cable networks. Preview of events and exhibitors begins on **PAGE 58.**

PERCY'S PEOPLEMETERS □ New York-based R.D. Percy plans to take its peoplemeter TV rating service national. **PAGE 58E.**

KISS AND TELL □ Former White House spokesman Larry Speakes apologizes for some of his remarks published in "Speaking Out: The Reagan Presidency from Inside the White House." Book review on **PAGE 62.** Former CBS News President Ed Joyce offers vivid picture of CBS News, including provocative portrait of anchor Dan Rather. Book review on **PAGE 68.**

HAPPY SITUATION □ Wilmer, Cutler & Pickering's Timothy Dyk makes it his business to protect broadcasters' First Amendment rights; it's also his pleasure. **PAGE 95.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's**	**TOTAL ***
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

dren's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5 minute limit.

Comparative Renewal Reform

■ FCC is moving ahead with plans to revamp comparative renewal process. At National Association of Broadcasters convention, FCC Chairman Dennis Patrick called for changes to curb use of process to force broadcasters into lucrative settlements and to establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Crossownership

■ *Telco-cable*—Two weeks ago (April 12), FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Although he doesn't expect measure to go anywhere this year, Nielson said it could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep with Congress, NAB is not pressing for FCC action.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York. But Murdoch now has opportunity to retain *Boston Herald* and WFXT-TV Boston. Court did not, however, rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

Direct Broadcast Satellites

■ Latest round of applications filed April 8 at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits. Although threat to C-band cable distribution market is cited as major reason for wait-and-interest. The FCC, similarly, has not spent any money surveying the public or even segments of the public to determine what their interests are. However, there is one group involved in this debate which spends millions and millions of dollars annually on a regular basis to determine the public interest. That's the radio and television licensees. And, what have they found out? Well, they have found out that in order to run a successful radio or television station, you must serve the public interest or at least some specialized interest of the public or some special public. This constant, objective, scientific surveying of the public interest not only produces ratings, but it also produces programing responsive to public needs. Need proof? Well, for instance, in the radio industry, you'll find certain markets where the top stations play country music. In other markets, you have to play popular music to win the ratings game. In some markets you'll find Spanish stations dominating the ratings. In still other markets you'll find lots of interest in classical music stations, all-news stations, all talk stations, etc.

None of these formats was developed by the FCC or by a mandate of Congress. They were all developed by commercial radio broadcasters who are sensitive to the public's needs.

Chairman Patrick, in his resounding keynote speech, said: "Let the public's interest determine the public interest." He said: "You and the market know the public interest as you watch the share points fluctuate." By creating the open, competitive, free marketplace, Congress has inadvertently let the commercial broadcasters actually research, discover and serve the public's interest. Now, the job is to convince Congress that the job has already been accomplished.—*Norman Wain, partner and chief executive officer, Metroplex Communications, Cleveland.*

Stand firm

EDITOR: Virtually all members of the Congress and FCC agree that the current rules which apply to the comparative renewal process are totally unfair and unethical. While admitting that a form of blackmail is the primary evil of the current process, the leaders in Congress appear to be attempting a form of blackmail of their own by suggesting that our only hope for legislative relief is to accept, or even request, reimposition of the so-called fairness doctrine. To even entertain the thought of such submission should be unthinkable. Yet this message seems to have seduced a number of otherwise responsible broadcasters at the National Association of Broadcasters convention just concluded.

For the first time in the history of our industry we now more nearly enjoy the same constitutional rights that our print brethren, and indeed everyone else (including convicts and the insane), have always enjoyed. We should now surrender this birthright in exchange for a mess of pottage? If we do, we can rest assured that no future President or sizable number of congressmen, and surely no future FCC, would ever seriously consider doing anything on our behalf. Not

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work is looking at a few other original program projects for this summer, although the only additional efforts scheduled so far are two musical specials—*David Bowie: Glass Spider Special* (June 3) and *A Matter of Trust: Billy Joel and Russia* (June 3).

Stoddard also reported that the 30-hour mini-series, *War and Rememberance*, will be scheduled in the first quarter of 1989. He said the exact scheduling has not yet been worked out. Although the program will be available for airing in the fourth quarter of this year, Stoddard said the network has decided that NBC's summer Olympics from Seoul, South Korea, will drain most of the available "event" advertising dollars from the marketplace. "It makes more sense economically in the first quarter," he said. □

CBS revamps Saturday morning

Five new programs include animated in-house half-hour

CBS announced its new Saturday morning lineup for next fall, containing five new series, one of them a second animated half-hour show, *The Adventures of Raggedy Ann and Andy*, to be produced in-house. CBS Entertainment produces *CBS Storybreak*, a program of animated adaptations of children's books, with host Bob Keeshan (Captain Kangaroo). That show has been renewed for a fifth season. Five programs are being canceled from the Saturday slate, CBS said.

Two of the four other new shows are live action programs—*Hey Vern, It's Ernest* (DIC Enterprises/Emshell Productions) and *Flip!*, a magazine show for children and teen-agers (Earl Greenburg Organization in association with Gaylord Productions and Hal Roach Studios). Those will bring to three the number of live action shows on the CBS Saturday morning schedule (the other is *Pee-Wee's Playhouse*, the Emmy-winning series that returns for its third season). A prolonged writers strike could force a delay in the start of *Pee Wee's Playhouse*, as well as *Flip!*. *Hey Verne* is produced with non-union talent in Nashville and should not be affected. The animated shows are covered by the cartoonists union, not the Writers Guild, and should not be affected by the strike.

According to Judy Price, the CBS Entertainment vice president in charge of children's programing, the network is not intentionally shifting toward live action shows for economic reasons. In fact, she said, live action shows are no less expensive to produce than animation programs, and in some cases these shows cost more. The decision to pick up two more for next season, she said, was made on the creative merits of each program.

Hey Verne, It's Ernest is based on the character of a Disney theatrical film released more than a year ago, "Ernest Goes to Camp," that grossed more than $30 million. *Flip!* was a pilot originally designed for syndication, said Price. But a talent agent encouraged the producers to screen the show for her.

The new CBS-produced show, *Raggedy Ann and Andy*, said Price, is a kind of spin-off from *Storybreak*. One of the episodes of that show, also produced in-house, featured a *Raggedy Ann and Andy* story. That episode became a de facto pilot for the new series, which has been in development for two seasons.

Producing shows in-house is efficient, said Price. But she said CBS does not intend to produce more than a couple of Saturday morning shows that way. "It's efficient in terms of being able to eke out another series you couldn't afford otherwise," she said. "But we are going to approach in-house production very cautiously. It's important to have diversity of production" for creative reasons, she said.

The other two new Saturday programs are *Garfield and Friends* (United Media/Mendelson Productions) and *Superman* (Ruby/Spears Enterprises).

Shows being canceled are *Hello Kitty's Furry Tale Theater*, *Popeye and Son*, *Dennis the Menace*, *Teen Wolf* and *Galaxy High School*.

In addition to *Story Break* and *Pee-Wee*, returning shows include *Jim Henson's Muppet Babies* and *Mighty Mouse: The New Adventures*.

The new Saturday schedule, which debuts Sept. 17: 8 a.m., *The Adventures of Raggedy Ann and Andy*; 8:30, *Superman*; 9, *Jim Henson's Muppet Babies*; 10, *Pee-Wee's Playhouse*; 10:30, *Garfield and Friends*; 11, *Hey, Vern, It's Ernest!*; 11:30, *Flip!*; Noon, *Mighty Mouse*; 12:30 p.m., *CBS Storybreak*. □

NBC wins last week of season

Nielsen	□	Net	Show	□	AGB
1.	29.4/49	A	Academy Awards	1.	27.8/49
2.	22.2/36	N	Different World	3.	23.2/36
3.	22.2/38	N	Cosby Show	2.	23.6/40
4.	22.1/36	N	Cheers	4.	21.4/34
5.	21.1/35	A	Barbara Walters Special	5.	20.6/33
6.	18.2/31	A	Who's the Boss?	9.	17.6/30
7.	18.0/34	N	Golden Girls	6.	19.8/35
8.	17.9/30	C	Murder, She Wrote	8.	18.9/31
9.	17.7/28	A	Wonder Years	12.	17.1/28
10.	17.7/30	N	L.A. Law	17.	15.6/27
11.	17.5/33	C	60 Minutes	7.	19.4/37
12.	17.4/28	A	ABC Sunday Movie	16.	15.8/27
13.	17.4/28	N	NBC Sunday Movie	14.	16.3/27
14.	17.3/29	N	Matlock	11.	17.1/28
15.	16.8/28	C	Knots Landing	18.	15.5/27
16.	16.8/30	C	Dallas	13.	16.6/29
17.	16.5/26	N	In the Heat of the Night	15.	15.8/26
18.	16.4/27	N	Days, Nights of M. Dodd	20.	15.1/25
19.	16.3/31	N	Amen	10.	17.3/31
20.	15.5/25	N	ALF	21.	14.5/23
21.	14.8/29	N	Hunter	19.	15.1/30
22.	14.4/23	A	Moonlighting	40.	11.9/19
23.	14.4/26	N	Miami Vice	32.	12.4/23
24.	14.2/26	C	Falcon Crest	26.	13.1/24
25.	13.7/26	C	Ringling Brothers Circus	25.	13.4/24
26.	13.5/24	C	Equalizer	39.	12.0/22
27.	13.5/22	N	Day by Day	24.	13.6/22
28.	13.4/21	N	Valerie's Family	28.	12.8/20
29.	13.3/23	A	Thirtysomething	51.	10.7/19
30.	13.3/23	N	Family Ties	22.	13.7/23
31.	13.1/21	C	CBS Tuesday Movie	27.	13.0/22
32.	13.0/21	N	Aaron's Way	33.	12.4/21
33.	12.9/22	A	Growing Pains	29.	12.7/22
34.	12.7/20	A	Head of the Class	30.	12.6/20
35.	12.6/20	A	Hooperman	34.	12.3/20
36.	12.3/21	A	Heartbeat	42.	11.5/21
37.	12.0/24	N	Facts of Life	37.	12.2/24
38.	11.8/19	C	Simon and Simon	38.	12.0/20
39.	11.6/21	A	20/20	23.	13.6/25
40.	11.6/20	N	Sonny Spoon Detective	44.	11.2/20
41.	11.5/19	C	CBS Sunday Movie	31.	12.5/21
42.	11.5/22	N	Storyteller	45.	11.1/21
43.	11.2/21	A	Full House	43.	11.3/20
44.	11.2/19	C	48 Hours	35.	12.3/20
45.	11.2/17	C	Jake and the Fatman	46.	11.1/18
46.	11.2/17	N	Year in the Life	50.	10.7/17
47.	11.1/22	A	Perfect Strangers	41.	11.6/22
48.	10.9/19	A	Mr. Belvedere	36.	12.2/21
49.	10.8/17	A	Just in Time	54.	10.0/16
50.	10.4/19	N	Night Court	48.	10.9/19
51.	10.2/16	C	CBS Monday Movie	53.	10.1/15
52.	9.8/16	C	Smothers Brothers	49.	10.8/18
53.	9.8/17	N	Beverly Hills Buntz	57.	9.4/16
54.	9.7/16	A	Supercarrier	59.	9.0/15
55.	9.7/15	N	NBC Monday Movie	62.	8.4/13
56.	9.5/17	A	Family Man	47.	11.0/19
57.	9.5/17	N	Bronx Zoo	61.	8.6/16
58.	9.4/18	N	Highwayman	52.	10.2/18
59.	8.9/18	C	High Mountain Rangers	55.	9.9/19
60.	8.8/17	A	Spenser: For Hire	63.	8.0/16
61.	8.8/15	A	Probe	64.	7.7/13
62.	8.6/16	C	Tour of Duty	58.	9.1/16
63.	8.6/16	N	Our House	60.	8.9/17
64.	8.3/14	A	Buck James	66.	7.4/13
65.	8.1/16	C	West 57th	56.	9.4/19
66.	8.0/15	A	Ohara	67.	7.2/13
67.	8.0/13	A	Hotel	65.	7.6/12
68.	7.2/14	A	Disney Sunday Movie	68.	7.0/13
69.	6.2/10	C	Kenny Rogers Special	70.	5.7/9
70.	6.1/12	A	Convers. with Presidents	69.	6.8/13
71.	5.4/9	C	My Sister, Sam	71.	5.3/9
72.	3.4/6	C	Lyndon LaRouche	72.	4.0/7

©1988 Nielsen Media Research and AGB Television Research

service, said Ledwig, "trade-offs and cooperation" can occur among the CPB and the Departments of Labor, Health and Human Services and Education. Whether subcommittee members would consider that suggestion remains unclear.

"We'll do our best to maximize support" of CPB, said Representative John Porter (R-Ill.). And, when told that the administration had refused to comment on its denial of the $200-million satellite replacement request, Representative Steny Hoyer (D-Md.) said, "I'm going to call OMB and ask about that." But Representative Joseph Early (D-Mass.) took issue with the $200 million. "It's not a matter of how good a job you're doing, but a matter of priority," he said. The problem of satellite interconnection posed by the imminent death of the present system in 1991, he said, "is not going to be my priority when it comes to libraries, vocational aid and other programs."

The increase of $160 million between the 1990 and 1991 operating budgets, Ledwig said, would return CPB to funding levels of the late 1970's, before the cuts of the early 1980's. Noting the "leveraging power" of federal dollars, Ledwig said CPB can expect to gain four or five corporate dollars for every dollar the government provides to get a project off the ground and into promising shape. According to CPB figures for 1986, the latest year available, funding for public broadcasting breaks down this way: member-subscribers, 21.6%; state governments, 18.8%; businesses, 15.0%; federal-CPB, 14.0%; state-supported colleges and universities, 10.2%; local governments, 4.3%; foundations, 3.4%; federal government grants and contracts, 2.3%; auction participants, 2.0%; private colleges, 2.3%, and all other sources, 5.9%. "We have never reached the original goal of one federal dollar to every two nonfederal dollars," said Ledwig.

Said Natcher at the close of the meeting: "We may have to mark this bill up in the prayer room." □

U.S. fare for UK DBS. The UK direct broadcast satellite service, British Satellite Broadcasting, plans to buy half of the programing for its three channels from U.S. producers, according to company executives.

The DBS service, to be launched late next year on a Hughes satellite, is a $1.2-billion venture with backing from Australian media financier Alan Bond, Granada, Virgin, publishers Pearson & Reed International and other programers, electronics manufacturers and investment services. Programing will be received on a one-foot satellite dish costing consumers an estimated $350.

Productions purchased from U.S. suppliers will include nearly 80% of the films on BSB's pay movie channel, Screen, which has budgeted $500 million for its first five years of operation, the executives said. Each year, it plans to license 240 new releases, 100 library products and 60 movies-of-the-week or made-for-TV movies.

Fewer and more powerful birds, smaller dishes, riper market for DBS

In a request for a four-year extension of its direct broadcast satellite construction permit, United States Satellite Broadcasting Co. (owned by Hubbard Broadcasting) argues that domestic U.S. satellite launches have resumed, that DBS is a reality in Japan and nearly so in Europe and that DBS technology is now manifest, including the mass manufacture of easily installed, less than one-meter dishes capable of receiving signals from the more powerful Ku-band satellites now being made. The market is ripe, says USSB, for DBS.

Nine firms, as of the April 8 FCC deadline for the latest round of DBS applications, now hold or are applying for DBS permits. Among the veterans filing anew is Tempo Satellite, 51% owned by Telecommunications Inc. (BROADCASTING, April 18), the nation's largest multiple cable system operator—an indication that another market roadblock is disappearing: given assurances it will not be bypassed by DBS, the cable industry may be ready to participate.

In addition to proposing more powerful birds (all applicants are proposing upgrades in power to 125-180 watts), most applicants are proposing fewer birds to broadcast 16 or 32 channels of programing. Most applicants have an eye toward co-locating two satellites at one orbital slot, each covering halves of the U.S. Continental Communications Corp., on the other hand, is looking to locate one full-CONUS (covering all of the continental U.S.), eight-channel bird at 110 degrees west longitude, then add two half-conus, eight-channel birds at both 61.5 and 148 degrees W.L., for a total of five birds and 24 channels offered nationwide. Several applicants said that with high construction costs, as well as launch and insurance industry uncertainties, they are looking at co-ventures with other licensees for shared in-orbit spares.

How orbital slot assignments will shake out at the FCC may prove problematic. Slots already assigned (all west longitude) include Hughes Communications, 32 channels at 101 degrees; Advanced Communications Corp., the 16 odd-numbered channels at 110 degrees and the 16 odd-numbered channels at 119 degrees (Advanced proposes to co-locate two 16-channel birds either at 101 degrees with Hughes—proposing to beam east on channels where Hughes beams West and vice versa—or at 110 degrees); Hubbard, eight even-numbered channels at 110 degrees and eight even-numbered channels at 148 degrees, and Dominion, 16 even-numbered channels at 119 degrees (like Hubbard, Dominion has filed a request for extension of time beyond next December, when both are due to have their systems operating). The remaining slots, 61.5, 157, 166 and 175 degrees are unassigned. "It's a real estate problem," said one applicant.

Comments on DBS applications have already been filed by GTE Spacenet, asking that the commission revisit the issue of defining DBS and fixed satellite services, and from the Association of Maximum Service Telecasters, asking that the 12.2 ghz to 12.7 ghz spectrum be preserved for terrestrial advanced television transmissions.

Direct Broadcast Satellite Applicants and Construction Permit Holders

	Number of birds (spares)	Channels	Cost (In millions of dollars)	First year to operate
Advanced	2	32	500	1991
Continental	5 (1)	24	640	1995
Direct*	2	16	320	1993
Dominion	1	16	proprietary	1995
Echostar*	2 (1)	16	461	1993
Hughes	2	32	proprietary	1991
Orbital*	2 (1)	16	422	1993
Tempo	2 (1)	32	500	1995 (one of two birds)
USSB	2	16	proprietary	1992

*new applicant; others already hold CP and have filed modification requests and/or requests for extension of time to launch and operate

5/3/88 C1750-1

The Fifth Estate
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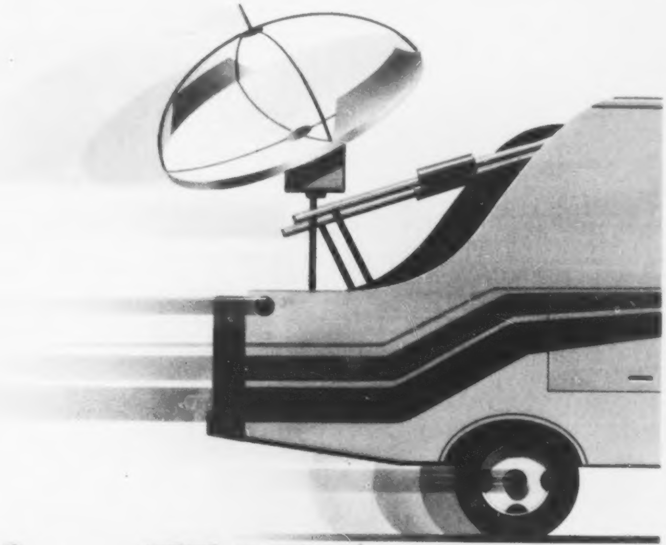
Broadcasting May 2



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Vol. 114 No. 18

Broadcasting▪May 2

Cable 88: Heady but cautious times...page 35

Jim Mooney's vision of cable's future...page 38

TV networks turn in house for product...page 40

WIRED ☐ With cable penetration at 52%, new programing services launching and new highs for cable companies in revenue and cash flow, industry's future seems to have arrived. But in this interview with BROADCASTING editors, National Cable Television Association President Jim Mooney tells why cable is not "anywhere near peaking." **PAGE 38.**

RKO APPEAL ☐ Three FCC commissioners hear oral arguments in RKO General's appeal of FCC administrative law judge finding that RKO was unfit to hold licenses for its 14 stations. **PAGE 41.**

Attorney Timothy Dyk (l) argues on behalf of RKO before FCC Chairman Dennis Patrick.

NCTA 88 ☐ More than 13,000 cable executives and 307 exhibiting companies were expected at National Cable Television Association's annual convention in Los Angeles April 30-May 3, which will include examination of programing and business issues, Hill concerns and industry's "odyssey into 1990's." Preview, agenda and list of exhibitors begins on **PAGE 43.**

STORER DEAL ☐ Tele-Communications Inc. and Comcast sign definite agreement to buy Storer's cable properties, owned by Kohlberg Kravis Roberts & Co., for $1.55 billion. **PAGE 60.**

LEAVING FOX ☐ Derk Zimmerman resigns as head of Fox Television Stations. **PAGE 64.**

STRATEGIC OUTLOOK ☐ Top network, cable, studio, radio and technology figures examine future of broadcasting. **PAGE 64.**

ALMOST LIVE IN MOSCOW ☐ KING-TV Seattle reporter Jean Enersen's daily reports on events in Soviet Union appear live and uncensored—with one exception—on Soviet TV. **PAGE 71.**

REMOTE BOOM ☐ Giant portable radio remote studios provide high visibility for growing number of radio stations. **PAGE 74.**

KING AND I ☐ MCA Television and King World Productions form partnership to develop and produce programing. **PAGE 79.**

SAFE BET ☐ Since his initial move into cable 18 years ago, Jim Cownie has bet on industry's future. As outgoing NCTA chairman and president of Heritage Communications, it is with assurance that he says it was decision that has paid off. **PAGE 103.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's television bill. He is proposing legislation limiting commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programing. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept commercial time limits, but balk at programing standard as part of renewal. Advertising industry has registered its concerns with measure. Association of National Advertisers in letter to Markey says limits on commercials would be "counterproductive," and "straightjacket the ability of advertisers and programers to respond to the marketplace and the public they serve."

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising. Children's television legislation is also pending in Senate, but no action is imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5-minute limit.

Comparative Renewal

FCC is moving ahead with plans to revamp comparative renewal process. At National Association of Broadcasters convention, FCC Chairman Dennis Patrick called for changes to curb use of process to force broadcasters into lucrative settlements and to establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in January, Patrick said world in which cable can refuse to carry independent's signal while enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) that would condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—On April 12, FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from en-

SERVICE TO CHILDREN AWARDS COMPETITION

National Association of Broadcasters applauds the following stations for their award-winning children's programs and community outreach activities:

KEYT, Santa Barbara, CA
KING-TV, Seattle, WA
KOMO-TV, Seattle, WA
KULR-TV, Billings, MT
WBNG-TV, Binghamton, NY
WDTN, Dayton, OH
WEVV, Evansville, IN
WNYW, New York, NY
WSMV, Nashville, TN
WSOC-TV, Charlotte, NC
WTAJ-TV, Altoona, PA
WXIX-TV, Cincinnati, OH

And a special salute to **WTAJ-TV, Altoona, PA** winner of this year's Post-Newsweek Award for "Action News for Kids."

NAB BROADCASTERS

ing. Coeur d'Alene, Idaho. Information: Ruth Baxter, (303) 980-1411.

May 17—"Doing Business with Advertising Agencies," breakfast seminar sponsored by *Producers Council of International Communications Industries Association*. Gangplank restaurant, Washington. Information: (703) 273-7200.

■ **May 17**—*Cabletelevision Advertising Bureau* media research workshop. LAX Hilton, Los Angeles. Information: Nancy Gomez, (212) 751-7770.

■ **May 17**—20th World Telecommunication Day, commemorating the founding of the *International Telecommunication Union* in 1865, under the name "International Telegraph Union." Theme: "The transfer of technological know-how in the age of electronics." Information: 41-22-99-59-69/99-51-92.

■ **May 18**—*Cabletelevision Advertising Bureau* media research workshop. DFW Airport Harvey hotel, Dallas. Information: Nancy Gomez, (212) 751-7770.

May 18—*New York Television Academy* luncheon. Speaker: Phil Donahue, host of nationally syndicated *Donahue*. Copacabana. Information: (212) 765-2450.

May 18-19—Sports Conference. New York Marriott Marquis hotel, New York. Information: (212) 213-1100.

May 18-19—*Direct Marketing Day in New York*. New York Hilton, New York. Information: (212) 362-6642.

May 18-21—*American Association of Advertising Agencies* 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

May 18-22—Public Radio Conference, annual meeting of *National Public Radio* and *American Public Radio*, coordinated by *National Public Radio*. Adam's Mark hotel, St. Louis. Information: (202) 822-2000.

May 19—*American Women in Radio and Television, Washington chapter*, presentation of Esther Van Wagoner Tufty Award to local woman broadcaster. Sheraton Washington hotel, Washington. Information: Betsy White, (703) 276-1261.

May 20—*Women in Communications, D.C. chapter*, annual Matrix luncheon. Capital Hilton, Washington. Information: (202) 525-2226.

■ **May 20**—*Cabletelevision Advertising Bureau* media research workshop. O'Hare Hyatt Regency, Chicago. Information: Nancy Gomez, (212) 751-7770.

May 20-22—*Radio Advertising Bureau* radio sales university. Washington. Information: (212) 254-4800.

May 20-22—"Economics and the News," conference for journalists co-sponsored by *Foundation for American Communications, Gannett Foundation* and *KARE11*. Scantion Minneapolis Executive Conference Center and hotel. Plymouth, Minn.

■ **May 21**—40th annual Los Angeles Area Emmy Awards presentation, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 21—*Michigan Associated Press Broadcast Association* annual meeting and seminars held in conjunction with *Michigan Association of Broadcasters* and region eight of *Radio-Television News Directors Association*. Clarion hotel, Lansing, Mich. Information: Carol Riha, (313) 259-0650 or Karole White, (517) 694-4977.

Errata

In April 18 "Syndication Marketplace," *AIDs Lifeline* was attributed to Group W Productions. ***AIDs Lifeline*** is actually product of **Group W Television Sales,** Group W unit responsible for sales of national spot time on Group W television stations, as well as sales of certain other productions, including *P.M. Magazine*.

□

April 25 box on national rollout of **R.D. Percy peoplemeter system,** said system differed from those of Nielsen and Arbitron; it should have said it was **different from** those of Nielsen and **AGB.**

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□

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evolve as a complementary service to cable because cable operators have the necessary infrastructure.

At least three cable MSO's—Jones, Warner and Cablevision Systems—have recognized the potentially complementary nature of MMDS. "MMDS complements cable where cable doesn't reach," said Jones. He added, "We wouldn't look at it as competitive to cable."

By most accounts, the cable business had a strong first quarter of 1988. The nation's largest MSO, Tele-Communications Inc., better known for its system acquisitions than marketing prowess, added 100,000 subscribers in internal growth alone in the quarter. American Television & Communications added 80,000 basic subscribers and 100,000 pay units in the first quarter, Trygve Myhren, chairman and chief executive officer of ATC, told the company's annual meeting of shareholders last week. "That puts us in almost 58%" of the homes ATC systems pass, he said, "and puts us right on target to achieve 70% penetration by 1993."

Lost in the background of the sale of Storer's cable properties has been that company's continued growth. It added 30,000 subscribers in the first quarter, said Ken Bagwell, president of Storer's cable division, but more important, it became the first top five MSO to break the 60% penetration barrier. The reason, he said, "is plain, dogged marketing.... We're spending solid marketing dollars and it's paying off very, very well."

Comcast Cable President Robert Clasen said the company added 25,000 basic subscribers and nearly 35,000 pay units in the first quarter. Viacom Cable added 17,000 basic and 17,000 pay subscribers in the quarter.

The pay services, as reflected in the MSO numbers, continue to thrive. Michael Fuchs, HBO chairman, will tell analysts at the NCTA convention today (May 2) that the first quarter was one of the best HBO and Cinemax have had. The company undertook its most extensive marketing campaign earlier this year, an HBO spokesman said, and had "terrific participation" by operators.

Frank Biondi, president and chief executive officer of Viacom International, said its Showtime/The Movie Channel group had "a very good quarter." Showtime was responsible for most of the growth, but The Movie Channel "grew each month," said Biondi, which he took as a good sign considering "virtually nothing has been spent on it." In 1987 The Movie Channel lost 300,000 subscribers, and the company this week will present plans to accelerate The Movie Channel's recovery. Said Ken Bagwell: "Everything in that pay area seems to have turned around from a year ago."

The subscriber increases are driving increases in viewership of cable programing. According to an analysis by the Cabletelevision Advertising Bureau, cable viewing (including that of superstation WTBS(TV) Atlanta) in total TV households in prime time has

CABLE'S TOP 50*

MSO's

Company	Basic subs	Homes passed	Pay units	Basic penetration
1. TCI	9,516,244	17,133,036	7,668,215	55.54%
2. ATC	3,700,000	6,480,000	3,030,000	57.09%
3. Continental	2,169,000	4,050,000	2,446,000	53.55%
4. Comcast	2,094,000	3,693,000	1,779,500	56.70%
5. Cox	1,441,849	2,497,387	1,303,712	57.73%
6. Warner	1,343,584	2,485,285	1,116,796	54.19%
7. Newhouse	1,098,072	1,661,470	1,060,023	66.09%
8. Viacom	1,080,400	1,820,000	776,700	59.36%
9. Cablevision Systems	1,042,508	1,827,869	2,149,296	57.03%
10. Jones Intercable	1,012,602	1,546,733	772,470	65.46%
11. Times Mirror	918,480	1,616,724	631,225	56.8[illegible]
12. Sammons	831,615	1,341,110	629,512	62.00%
13. Century	690,000	1,300,000	502,000	53.07%
14. Paragon Cable	670,000	1,277,000	494,000	52.46%
15. Adelphia	651,268	1,017,468	472,348	64.00%
16. Cooke Cablevision	621,595	997,609	310,000	62.30%
17. Cablevision Industries	597,650	933,828	428,745	64.00%
18. Telecable	547,776	848,897	572,000	64.52%
19. Centel	535,952	896,306	374,763	59.79%
20. Rogers	525,000	1,000,000	500,000	52.50%
21. Falcon Cable TV (Choice)	488,440	810,272	307,243	60.28%
22. Scripps-Howard	460,000	898,000	374,000	51.22%
23. Wometco	429,139	727,072	249,027	59.02%
24. Prime Cable	418,134	921,563	484,753	45.37%
25. Post-Newsweek	389,251	583,643	266,143	66.69%
26. Multivisions	381,398	626,568	237,797	60.87%
27. TCA Cable	340,714	432,000	150,187	78.86%
28. Maclean Hunter	315,702	633,917	429,608	49.80%
29. Multimedia	307,014	571,172	253,745	53.75%
30. Telemedia	300,384	448,396	145,080	66.99%
31. Rifkin	295,000	478,000	163,400	61.71%
32. Colony	256,145	452,413	245,954	56.61%
33. Western	253,924	345,687	133,072	73.45%
34. Simmons	226,611	402,818	168,603	56.25%
35. Star Cablevision Group	224,471	343,582	120,828	65.33%
36. Service Electric	213,000	300,000	76,000	71.00%
37. Hauser	197,304	496,051	218,347	39.77%
38. Greater Media	163,924	268,443	165,147	61.06%
39. Media General	163,791	254,073	230,254	64.46%
40. Harron	161,779	228,320	148,556	70.85%
41. Sutton Capital Group	160,133	285,950	165,081	56.00%
42. NYT Cable	155,063	256,378	146,967	60.48%
43. Palmer Communications	151,400	193,130	70,526	78.39%
44. Armstrong Utilities	144,737	188,368	94,239	76.83%
45. U.S. Cable Corp.	142,126	285,688	132,553	49.74%
46. The Cable System (Blade)	132,378	225,000	89,983	58.83%
47. Summit	127,965	203,878	97,998	62.76%
48. Cable Systems USA	127,374	178,640	43,019	71.30%
49. Sonic Communications	116,503	240,481	109,217	48.44%
50. King Videocable	115,846	168,994	67,757	68.55%

*TCI figures include both consolidated and unconsolidated numbers, which include subscriber counts for United Artists, Heritage, United Cable, Lenfest, Cencom, Communications Services, Taft Cable Partners, TKR Cable, Columbia International and Brennan Communications. Figures also include TCI's portion of Storer and UA's portion of Daniels purchase. Comcast's figures include its portion of Storer properties. Paragon is joint venture of ATC and Houston Industries. Figures compiled by BROADCASTING and from industry sources.

◆ Cable's shrinking world

The purchase of Storer's cable properties by Tele-Communications Inc. and Comcast (see page 60) is the latest example of the growing concentration of ownership in the cable industry. With two other companies on the market, Wometco and Rogers U.S. Cablesystems (see "In Brief"), that consolidation is expected to continue.

BROADCASTING, at left, has compiled a prospective list of the top 50 MSO's; subscriber counts include pending acquisitions. TCI, counting both the parent company and subsidiary interests, plus its pending purchases, will reach 21% of the nation's 45.5 million cable subscribers. The top five companies collectively reach 42% of cable subscribers, and the top 10 reach 54%.

First week of 'summer season' goes to NBC

Nielsen		Net		AGB	
1.	23.6/39	N	Different World	2.	23.6/39
2.	22.9/40	N	Cosby Show	1.	24.2/41
3.	22.1/36	N	Cheers	3.	22.8/37
4.	19.7/36	N	Golden Girls	4.	21.1/37
5.	18.6/31	N	NBC Monday Movie	6.	18.6/31
6.	18.5/35	C	60 Minutes	5.	20.2/37
7.	18.0/30	N	ALF	9.	17.5/29
8.	17.6/27	A	Wonder Years	8.	17.9/28
9.	17.4/29	N	L.A. Law	15.	15.7/28
10.	17.2/28	A	Who's the Boss?	7.	18.6/30
11.	16.7/30	N	Amen	11.	17.0/30
12.	16.2/26	N	Valerie's Family	14.	16.0/25
13.	16.1/26	N	Days, Nights of M. Dodd	16.	15.4/25
14.	15.7/25	N	Matlock	12.	16.6/26
15.	15.6/25	A	ABC Sunday Movie	17.	14.9/24
16.	15.6/26	C	Murder, She Wrote	13.	16.5/27
17.	15.2/26	A	Growing Pains	21.	14.4/25
18.	15.2/24	C	CBS Sunday Movie	10.	17.0/27
19.	15.1/24	A	Head of the Class	23.	13.9/23
20.	15.1/25	C	CBS Special Movie-Thu.	19.	14.7/25
21.	15.0/27	C	CBS Special Movie-Fri.	20.	14.5/27
22.	14.8/28	N	Hunter	18.	14.8/28
23.	14.5/23	N	J.J. Starbuck	25.	13.8/22
24.	14.0/22	N	NBC Sunday Movie	22.	14.0/23
25.	13.8/23	N	Family Ties	24.	13.9/23
26.	13.7/22	N	Day by Day	30.	12.9/21
27.	13.7/24	N	NBC News Special	28.	13.4/24
28.	13.4/24	C	Equalizer	27.	13.6/25
29.	13.2/21	C	Newhart	29.	13.3/21
30.	13.0/21	A	MacGyver	32.	12.8/21
31.	13.0/22	C	CBS Tuesday Movie	40.	11.8/20
32.	12.8/25	N	227	26.	13.8/25
33.	12.4/22	A	Heartbeat	46.	10.6/20
34.	12.3/23	A	20/20	36.	12.2/23
35.	12.2/19	A	Hooperman	45.	10.7/17
36.	12.0/19	C	Designing Women	35.	12.3/20
37.	12.0/19	N	Decision '88: N.Y. Primary		
38.	11.8/19	A	Moonlighting	44.	11.0/18
39.	11.6/19	C	Kate and Allie	33.	12.6/21
40.	11.5/18	C	Eisenhower and Lutz	43.	11.3/18
41.	11.4/21	A	Full House	31.	12.8/24
42.	11.2/19	N	Aaron's Way	34.	12.3/21
43.	11.1/20	A	Mr. Belvedere	41.	11.7/21
44.	11.1/18	C	Jake and the Fatman	42.	11.3/18
45.	10.7/17	A	Just in Time	51.	9.5/15
46.	10.6/21	A	Perfect Strangers	37.	12.2/24
47.	10.6/21	N	Facts of Life	38.	11.8/23
48.	10.5/18	A	Thirtysomething	47.	10.0/18
49.	10.4/18	C	Cagney and Lacey	49.	9.8/17
50.	10.3/17	A	ABC Monday Movie	48.	9.9/17
51.	10.3/16	C	Flashbeagle, C. Brown	58.	8.7/13
52.	10.2/16	N	St. Elsewhere	39.	11.8/19
53.	10.0/16	C	Bugs Bustin' Out All Over	61.	8.5/14
54.	9.7/19	C	Beauty and the Beast	57.	9.0/17
55.	9.5/16	A	Supercarrier	54.	9.3/15
56.	9.5/17	N	Miami Vice	60.	8.6/16
57.	9.4/17	N	Bronx Zoo	55.	9.2/17
58.	9.2/17	A	Family Man	50.	9.7/18
59.	9.2/18	A	Spenser: For Hire	53.	9.3/17
60.	9.2/17	A	Disney Sunday Movie	68.	7.7/14
61.	9.0/16	N	Night Court	59.	8.6/16
62.	8.8/15	A	Heartbeat Special	67.	7.9/14
63.	8.6/17	C	High Mountain Rangers	62.	8.3/16
64.	8.6/17	N	Highwayman	64.	8.3/16
65.	8.4/14	A	Peter Beard in Africa	52.	9.3/16
66.	8.0/14	A	Ohara	63.	8.3/15
67.	8.0/14	C	Tour of Duty	72.	7.5/13
68.	8.0/15	N	Beverly Hills Buntz	66.	8.0/15
69.	7.5/15	A	Dolly	56.	9.2/17
70.	7.8/13	C	Smothers Brothers	69.	7.7/13
71.	7.8/15	C	West 57th	71.	7.6/14
72.	7.2/12	C	48 Hours	70.	7.7/13
73.	6.9/13	N	Our House	65.	8.3/15
74.	6.6/11	A	Hotel	73.	6.4/10

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clude *Family Feud* (debuting this fall) and *American Bandstand*. Offerings from Casablanca IV, formed in May 1987, include *Hit Squad*, a late night strip that debuted in January, and *Speaking of Everything*, a recently canceled late night talk show.

Currently LBS is responsible for international sales of Casablanca IV programing, as well as the sale of barter time in *Hit Squad*.

Casablanca President Dick Gold said that the partnership is designed to allow the companies to handle more product. LBS Chairman Henry Siegel said the partnership should result in 25% growth in LBS revenue, to about $150 million.

Turner eyes '88 summer Olympic events for TNT, WTBS

NBC says other cable interests have broached same subject and that it has taken idea 'under advisement'

Ted Turner said last week that TBS has had discussions with NBC about acquiring some events of this summer's Olympics in Seoul, South Korea, which TBS would run on superstation WTBS(TV) Atlanta or on Turner's proposed basic cable service, Turner Network Television (TNT), which is scheduled to make its debut on Oct. 3.

NBC "is a lot leakier place than we are," said Turner, in answer to questions during a speech for the New York chapter of the National Academy of Television Arts and Sciences. "The story," he said, in confirming discussions "must have gotten out over there" at NBC.

"It is difficult to see how [such a deal] could be done at this point," said Tom Rogers, NBC vice president of policy planning and business development, "but it is not theoretically impossible." As no detailed talks with Turner have occurred, Rogers said, NBC "knows no more than the broad brushes of [Turner's] proposal. Turner obviously has a lot of hours to fill [on TNT], and he's obviously looking for premium product, which the Olympics certainly are." Other cable interests have broached the subject as well, Rogers added. "We have taken the idea under advisement. We haven't said, 'No'," he said.

"As a practical matter," said one network source, "a deal with Turner would not be done without full protection for advertisers signing with NBC." Some advertisers, for example, sign on as the exclusive manufacturers of a product sponsoring the Olympics. Separate deals between manufacturers of the same type of product and a nonnetwork

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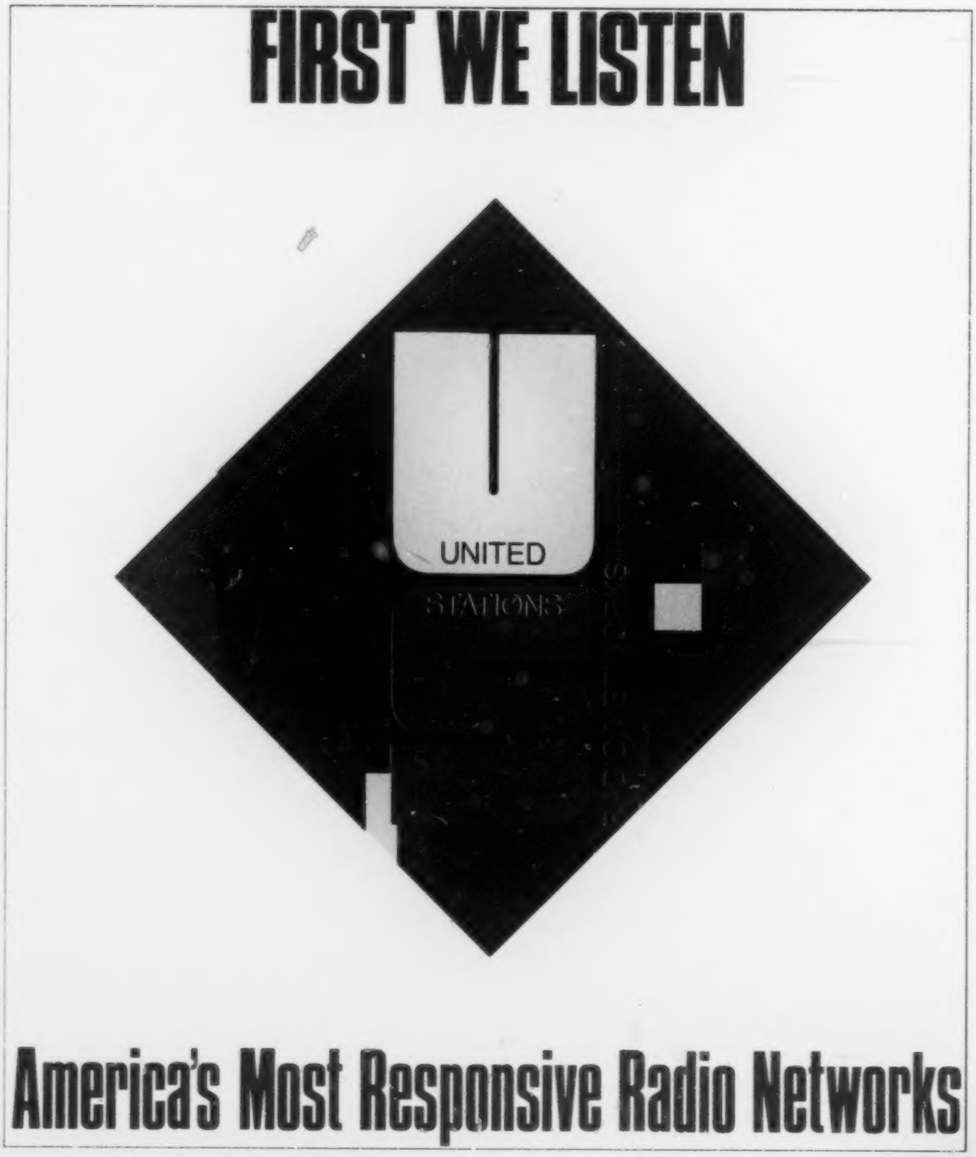
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NBC makes cable move

Growing activity in foreign TV

Vol 114 No 19

Broadcasting May 9

Sizzle and substance at NCTA 88...page 23

NBC stakes claim in cable...page 24

Viacom ends first round of 'Cosby' marketing...page 29

SKETCHING OUT THE DIMENSIONS □ ABC's *Nightline* provides seven-and-a-half hours of coverage from Israel, providing, in host Ted Koppel's view, context to Arab-Israeli problem. **PAGE 30.**

LEAVING TVX □ Tim McDonald resigns as president of TVX Broadcast Group, following completion of financing for purchase of Taft stations. **PAGE 30.**

NCTA 88 □ Almost 14,000 gather in Los Angeles for NCTA's annual convention, where programing, technology and legislative matters draw industry attention, **PAGE 23.** HDTV is again in spotlight, **PAGE 31.** Hill aide, Mark MacCarthy, says burden is on cable to prove that telcos should continue to be excluded from cable business, **PAGE 32.** Republican Senator Alan Simpson from Wyoming says Senator Al Gore's (D-Tenn.) TVRO bill is not moving this year, but aide to Gore says it will "come up in some form," **PAGE 37.** Pay cable services show new growth, **PAGE 39.** Home shopping networks expected to be $2-billion business by 1990, **PAGE 40.** Clearwater, Fla.-based Home Shopping Network plans new 24-hour cable network that would report on entertainment industry, **PAGE 41.** The Movie Channel unveils new look, backed by marketing campaign in excess of $5 million, **PAGE 42.**

PROGRAMING IN PARADISE □ Almost 7,000 program buyers, sellers and producers meet in Cannes, France, for 1988 MIP-TV international programing market. International TV business is growing fast and mood of show and industry is upbeat. But some problems are evident as MIP-TV market unfolds. Coverage of event begins on **PAGE 46.**

MOTIVATED □ Two 24-hour motivational networks for AM stations target new demographic niche. **PAGE 56.**

SO FAR, SO GOOD FOR CABLE □ Amid reports of cable's growing penetration and revenues, allegations of anticompetitive activity are being heard. So far, government agencies appear to see no reason to act, but some on Hill are concerned. **PAGE 59.**

TURNED DOWN □ FCC rejects KQED Inc.'s application for renewal of its license to noncommercial KQEC(TV) San Francisco. Company will appeal, says KQED president and CEO, Anthony Tiano. **PAGE 61.**

CTS NEWSMAN □ CBS's Eric Ober has spent 20 of his 22 years at network directly connected to news. That involvement in newsroom decisions, he says, has provided "preparation for everything I've had to do in life," including readying him for his most current post as president of CBS Television Stations. **PAGE 87.**

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move [BROADCASTING, May 2]).

FCC has adopted new rules more narrowly defining those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Comparative Renewal

FCC is moving ahead with plans to revamp comparative renewal process. At National Association of Broadcasters convention, FCC Chairman Dennis Patrick called for changes to curb use of process to force broadcasters into lucrative settlements and to establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At Association of Independent Television Stations convention in January, Patrick said world in which cable can refuse to carry independent's signal while enjoying right to carry any signal it pleases is intolerable. Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) that would condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Direct Broadcast Satellites

■ Latest round of applications filed April 8 at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits (BROADCASTING, April 25). Although threat to C-band cable distribution market is cited as major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by Telecommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension.

TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programing, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's**	**TOTAL ***
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

July 24-26—*California Broadcasters Association* summer convention. Hyatt Regency hotel, Monterey, Calif. Information: (916) 444-2237.

July 25—Synditel, presentation of first-run television programing, at beginning of network press tours for television critics (July 25-Aug. 11). Registry hotel, Universal City, Calif. Information: (213) 653-3900.

July 30—*Florida Associated Press Broadcasters* 40th annual meeting and awards luncheon. Hotel Sofitel, Miami.

July 30-Aug. 6—TV meteorologist short course, offered by *Lyndon State College*, Lyndonville, Vt. Information: (802) 626-9371.

August

Aug. 5-7—*Minnesota Broadcasters Association* annual convention. Radisson Duluth, Duluth, Minn. Information: (612) 926-8123.

Open Mike

'Weekend' update

EDITOR: BROADCASTING magazine ran an article in the April 25 edition entitled "Slow Start for 'Great Weekend' " that we found very disparaging and in several areas inaccurate.

As an example, we increased the number of stations from 16 when we went on the air on Jan. 2 to 57 stations today and are adding 5 to 6 new stations every week. We believe this is a fast start, not a slow start as the article reads.

Great Weekend is number one or two in delivering 18+ adults on 13 of the 20 stations surveyed in the February sweeps. This is not a sign that the adult audience on Saturday morning is elusive.

The article also reported that *Great Weekend* delivered 35,000 adults on KSTP Minneapolis per average telecast in the two runs at 8-9 a.m. and 9-10 a.m., when in fact in the February NSI *Great Weekend* delivered 68,000 adults 18+ from 8-9 a.m. and 47,000 adults from 9-10 a.m., which is an increase of 61,000 from the November 1987 NSI at 8-9 a.m. and 40,000 at 9-10 a.m.

In New York, the second week's rating on WWOR was a 3.3, up from the 2.1 the time period normally delivers.

We receive daily praise from our affiliates on the quality and content of *Great Weekend*. Stations all over the country that would not consider *Great Weekend* at the beginning are now opening up all new opportunities to get *Great Weekend* for their markets. In the last two weeks alone, we have cleared WTVJ-TV Miami; WJLA-TV Washington; WTVG-TV

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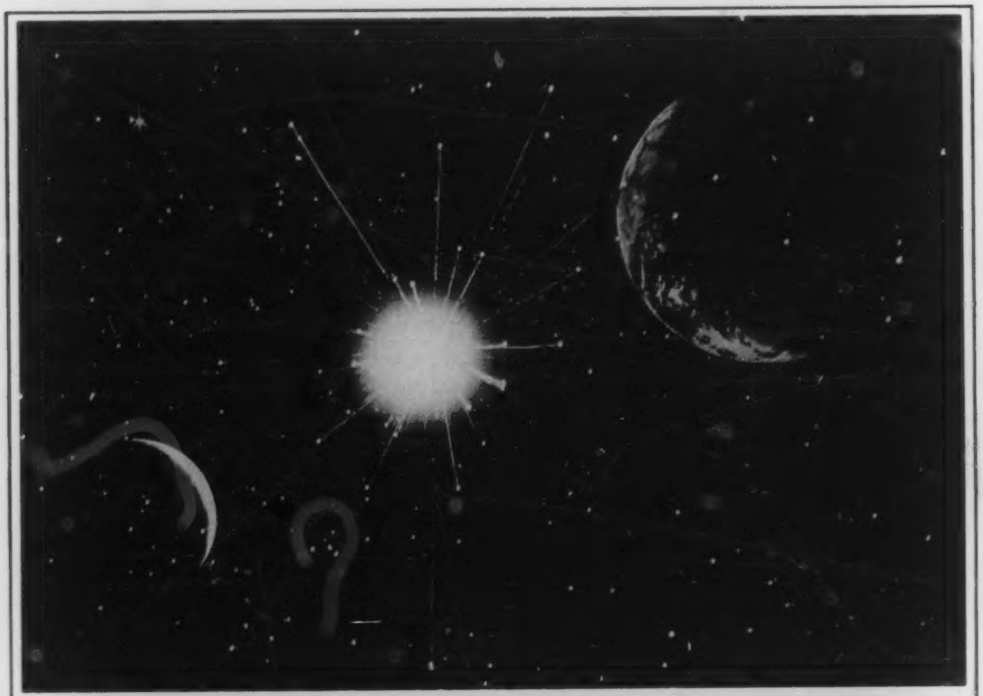
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 16



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57th Year 1988

Cable's day on Hill

Warner + Lorimar = new Hollywood giant

Vol. 114 No. 20

Broadcasting May 16

Cable gets good House reviews...page 31

Warner makes offer for Lorimar...page 34

Robert Pittman: Life after MTV...page 42

CABLE HEARINGS: PART II □ Cable industry executives successfully ward off criticisms leveled by Hollywood and broadcast interests during House Telecommunications Subcommittee oversight hearing. **PAGE 31.**

Chairman Edward Markey (D-Mass.) (far left), with key participants (l-r): MPAA's Jack Valenti; TCI's John Malone; TBS's Ted Turner; NACP's Ralph Baruch, and NAB's Eddie Fritts.

LOOKING FOR GOLD □ Buena Vista Television begins off-network syndication of NBC sitcom hit, *Golden Girls*. **PAGE 36.**

CBS REPORTS □ CBS-TV shareholders get update on network's contingency plans for fall programing in face of continuing writers strike, and learn that outlook for company's broadcasting operations is not as bright as previously expected. **PAGE 36.**

QUANTUM LEAP □ Perhaps best known as founding spirit behind cable's MTV, Robert Pittman is now focusing on Quantum Media, multi-media business, 50%-backed by MCA. In this interview with BROADCASTING editors, Pittman covers wide range of topics, including company's controversial *Morton Downey Jr. Show*; late-night strip, *The Street*; future of cable and broadcast networks, and attracting new generation of TV viewers. **PAGE 42.**

UP AND UP □ First-quarter national spot radio billings rise almost 5% over first-quarter 1987. Some reps expect second-quarter spot to be even better. **PAGE 54.**

MEET ME IN ST. LOUIS □ Integration of American Public Radio into National Public Radio's annual Public Radio Conference May 18-22 is seen as positive move and end to "legacy of tensions" between two noncommercial radio program providers. **PAGE 56.**

DOWN ON DOWNEY □ Washington city council chairman, David Clarke, after being thrown off *Morton Downey Jr. Show* amid abusive remarks by its controversial host, says FCC should take action against Downey and urges viewers who object to show to write to commission. **PAGE 59.**

GI DEAL □ General Instrument forms joint venture with British Satellite Broadcasting, British DBS system, that could ultimately be worth more than $100 million to GI. **PAGE 62.**

DEVELOPING NEW TV VISTAS □ For some eight years, scientist and inventor, William Glenn, director of New York Institute of Technology, has been developing VISTA, HDTV transmission system that he says could do more than send better video to homes. **PAGE 87.**

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of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Children's Television

House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's TV bill. He is proposing to limit commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programing. Bill would require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept commercial time limits but balk at programing standard as part of renewal. Association of National Advertisers in letter to Markey said limits on commercials would be "counterproductive," and "straitjacket the ability of advertisers and programers to respond to the marketplace and the public they serve."

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising. Children's television legislation is also pending in Senate, but no action is imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5-minute limit.

Compulsory License

■ FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's**	**TOTAL ***
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

Crossownership

Telco-cable—On April 12, FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. Cable groups, including National Cable Television Association and California Cable Television Association, had objected to decision and plan to fight ruling in courts.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to research workshop. Marriott NW, Marietta, Ga. Information: Nancy Gomez, (212) 751-7770.

■ **May 24**—*New York Television Academy* forum, "Does Television Elect the President?" Panelists: Sander Vanocur (moderator), ABC News; John Deardourff, media consultant; Philip Dusenberry, chairman, BBDO; Geraldine Ferraro, former vice presidential candidate; Louis Harris, pollster, and Larry Speakes, former White House press secretary. New York Hilton.

May 25—*New York Television Academy* luncheon. Speaker: David Poltrack, VP-marketing, CBS Television Network. Copacabana, New York. Information: (212) 765-2450.

May 25—*New Jersey Broadcasters Association* annual spring managers conference. Wood Lawn, Douglass College campus, Rutgers, New Brunswick, N.J.

■ **May 25**—*Women in Cable, Philadelphia chapter*, "Cable Pursuit '88: The Game Show." Contestants: Gerry Lenfest, Group W; Brian Roberts, Comcast; John Calvetti, Heritage Wilmington; Steve Joyce, Wade Cablevision; Steve Davidson, HBO. Valley Forge Convention Center, Valley Forge, Pa. Information: Liz Bacon, (215) 293-8681.

■ **May 25-28**—"Global Communications—A Network of Cooperation," conference organized by *Center for International Cooperation*, based in Shannon, Ireland. Speakers include Ted Turner, Turner Broadcasting System; Sir Donald Maitland, deputy chairman of Britain's Independent Broadcasting Authority; Gaston Thorn, former president, Commission of the European Communities, and Dr. Mikhail Kuzin, Soviet co-chairman, International Physicians for Peace. Dromoland Castle, near Shannon Airport, Ireland. Information: (212) 921-1414.

May 26—"AM Only Day," seminar sponsored by *Georgia Association of Broadcasters*. Macon College, Macon, Ga. Information: (404) 993-2200.

May 26—*Cabletelevision Advertising Bureau* media research workshop. Crowne Plaza hotel, White Plains, N.Y. Information: Nancy Gomez, (212) 751-7770.

■ **May 26-27**—*Kentucky Broadcasters Association* spring convention. Brown hotel, Louisville, Ky.

May 27—Deadline for nominations for Hugh M. Hefner First Amendment Awards, sponsored by *Playboy Foundation*. Awards program is designed to "educate the public about First Amendment and censorship issues, and to recognize the efforts of individuals who have been involved in the defense of First Amendment rights." Information: Playboy Foundation, 919 North Michigan Avenue, Chicago, 60611; (312) 751-8000.

May 29-June 1—*Canadian Cable Television Association* national convention. World Trade and Convention Center, Halifax, Nova Scotia. Information: (613) 232-2631.

May 31—*North American National Broadcasters Association* technical committee. ABC, New York. Information: (613) 738-6553.

May 31—Deadline for entries in *National Association of Broadcasters'* Crystal Awards for excellence in local radio achievement. Information: (202) 429-5417.

June

June 1—"Broadcasting/Cable Interface II," sponsored by *Broadcasting magazine* and *Federal Communications Bar Association*. Speakers include Representative John Dingell (D-Mich.); FCC Chairman Dennis Patrick; Representative Tom Tauke (R-Iowa), and Robert Wright, president of NBC. Westin hotel, Washington. Information: (202) 659-2340.

June 1—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year Award to Oprah Winfrey, talk show host. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1—*International Radio and Television Society* newsmaker luncheon. Speaker: Oprah Winfrey of syndicated *Oprah Winfrey Show*. Waldorf-Astoria, New York. Information: (212) 867-6650.

June 1-9—13th Prix Jeunesse International, contest for "TV productions for children and young people." Categories: animation, information, variety and drama. Munich. Sponsor: *Free State of Bavaria, city of Munich, Bavarian Broadcasting Corp. and Second German Television Channel, ZDF*. Information: (089) 59-00-2058.

June 2—*New York Television Academy* luncheon. Speaker: Sally Jessy Raphael, nationally syndicated talk show host. Copacabana, New York. Information: (212) 765-2450.

■ **June 2-5**—*Investigative Reporters and Editors* national conference. Hyatt Regency, Minneapolis. Information: (314) 882-2042.

June 3-5—*Radio Advertising Bureau* radio sales university. Dallas.

June 3-5—*Chesapeake Associated Press Broadcasters* meeting. Speaker: Merv Block, network news writer. Dunes Manor hotel, Ocean City, Md. Information: Merrie Street, (301) 366-1555.

June 4-7—International summer Consumer Electronics Show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago. Information: (202) 457-8700.

June 5-7—*NBC* affiliate promotion executives conference. Registry hotel, Los Angeles.

June 5-11—Ninth *Banff Television Festival*. Banff, Alberta. Information: (403) 762-3060.

June 6-9—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

■ **June 7-8**—*Museum of Broadcasting* seminars (each day at 5:30-7 p.m.) featuring Garrison Keillor, formerly with public radio show *Prairie Home Companion*. MOB, New York. Information: (212) 752-4690.

June 7-9—*Television Bureau of Advertising/Sterling Institute* managing sales performance for local sales managers. Hyatt Regency, Denver.

Errata

In May 2 story on TV networks' growing use of in-house productions, mini-series ***Elvis and Me,*** said to be produced by ABC Circle Films, **is production of New World Television.**

□

Biographical caption of author of May 9 "Monday Memo," Jerry Wishnow listed For Kids' Sake among public affairs programs developed by his firm for TV stations. **For Kids' Sake is product of Westinghouse Broadcasting.**

□

Based on FCC copy of Review Board decision, May 9 story on KQED Inc.'s loss of license for ch. 32, KQEC(TV) San Francisco, reported that Los Angeles communications attorney Booker T. Wade Jr. appeared before board in behalf of Minority Television Project, which was awarded construction permit to ch. 32. Wade's name did appear in decision and was on hearing brief. Wade "is one of our attorneys," MTP President Otis McGee Jr. told BROADCASTING last week. But Washington communications attorney, **Samuel Cooper III, actually appeared before board and made successful oral argument.**

□

Due to incorrect information supplied by company executive, wrap-up coverage of Cabletelevision Advertising Bureau conference in April 18 issue reported **Telecable Springfield, Mo.,** system doing year-long **cross promotion** test **with** CBS affiliate there. Test is actually with **NBC affiliate KYTV(TV) Springfield, Mo.,** for three years. Also, station does not pay fee as reported, but does receive time to promote local newscast.

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sure has probably helped the show off to its fast clearance pace.

Group W Productions continues with the long-running *Hour Magazine* and the animated *Brave Starr*, *He-Man* and *She-Ra* series and plans to roll out a new animated show, *Bugsburg*, for fall 1989. *The Wil Shriner Show*, launched last year, has been canceled. The barter division of the company was recently awarded the rights, with two other companies, to sell the barter time in the off-network episodes of *The Cosby Show*. ☐

NATPE next year: back to basics

NATPE International announced last week that the theme of next year's convention, to be held again in Houston Jan. 24-27, will be, "The Art and Impact of Television." Joseph Weber, chairman and chief executive officer of NATPE, said the industry has "spent a lot of time focusing on the bottom line of the business of television" and that "it's time to get back to programing, to explore what goes into creating quality shows and how they affect the audience."

Weber acknowledged that bottom-line considerations remain "an important element." No doubt those issues will be explored in at least one panel session on the drawing board for next year's show. That panel will address "pressing problems in the syndication industry." But Weber stressed that "without programing, there is no business."

The program chairman of the 1989 NATPE International conference is Rick Reeves, operations and program director, WCPO-TV Cincinnati. Reeves said that other panel sessions scheduled for next year's

Late-night game plan. ABC is considering a late-night one-hour talk show with a strong "storytelling" component as one of several possible post-*Nightline* programs, according to Squire Rushnell, vice president of ABC Entertainment's late night and children's television.

Rushnell, speaking at a National Academy of Television Arts and Sciences luncheon in New York last Wednesday (May 11), provided little detail on the effort, only saying the network is developing shows and pilots "in a variety of directions" for the time period, which it has failed to program successfully for a number of years.

One approach he outlined was a talk show with story-telling "raconteurs" as the core of the program. He added, however, that the format idea and details such as host dynamics and the number of guests still remained to be turned into a workable concept.

He later told BROADCASTING the network had also looked at a possible entertainment news format, which he said has worked well in half-hour programs. ABC would probably have to go to an hour-long show, however, to "conquer land reclaimed by the stations," he added.

The new show will not be ready until after the end of the next football season, in early 1989, Rushnell said. The network hopes to settle on a show concept by September and present a proposal to affiliates in the fourth quarter.

In filling the time period, Rushnell said that the long dominance by *The Tonight Show with Johnny Carson* on NBC was only one of ABC's problems. "Our biggest competitor is sleep," said Rushnell. ABC needs a show that would allow viewers to "take one or two bits and go to bed.... Anything that requires the viewer to stay through the beginning, middle and end will have a tough fight," he said.

Soaps, confrontational talk shows such as *The Morton Downey Jr. Show*, drama or serious information programing were not appropriate for the daypart, he said.

In determining the format for a possible talk show, Rushnell said the network has looked at a handful of the most successful such shows, which he said included *Good Morning America*, *Nightline*, *The Today Show*, *The Tonight Show*, *Donahue* and *The Oprah Winfrey Show*. Their common denominators, he said, were "an appealing host appropriate to the concept and a concept appropriate to the daypart." In addition, he said, each show represented "a point of difference" from competing programing.

Prime time wins to date: NBC 28, ABC 3, CBS 2

NBC scored a decisive victory in the prime time ratings for the week ending May 8 (week 33 of the '87-'88 year, and the third week of the "summer season"), averaging a 15.6/27, compared to CBS's 11.5/20 and ABC's 11.2/19. NBC took the top nine shows, the first time any network has done so since Nov. 3, 1980. Of the 72 prime time shows that week, only 12 were repeats. For the first 12 days of the Arbitron sweeps period, NBC led with a 14.8/26, followed by CBS with 12.9/22, and ABC with 10.7/18. In Nielsen, the rankings, after 11 sweep days were: NBC, 14.9/26; CBS, 13.1/23 and ABC, 10.4/18. In the evening news race, ABC was first with 10.2/21, followed by CBS and NBC.

Nielsen		Net			AGB
1.	22.8/38	N	Cheers	3.	23.9/38
2.	22.2/39	N	Different World	2.	24.3/40
3.	21.7/35	N	Night Court	5.	22.3/36
4.	21.5/39	N	Cosby Show	1.	25.1/43
5.	21.2/40	N	Golden Girls	4.	23.9/43
6.	20.2/34	N	L.A. Law	7.	19.6/33
7.	19.7/31	N	NBC Monday Movie	13.	18.1/28
8.	19.4/36	N	Amen	6.	21.3/38
9.	19.3/31	N	NBC Sunday Movie	9.	19.2/31
10.	18.7/32	A	Who's the Boss?	8.	19.3/33
11.	18.5/30	A	ABC Sunday Movie	10.	18.6/30
12.	18.3/32	C	Murder, She Wrote	12.	18.3/32
13.	18.0/29	A	Just the Ten of Us	11	18.6/30
14.	16.3/34	C	60 Minutes	17.	16.8/36
15.	16.3/32	N	Hunter	16.	16.8/31
16.	16.2/28	A	Growing Pains	19.	15.9/27
17.	16.1/27	N	Matlock	20.	15.8/26
18.	15.6/26	C	Knots Landing	27.	14.4/24
19.	15.6/28	C	Dallas	23.	15.3/28
20.	15.5/27	N	ALF	14.	17.7/29
21.	15.4/25	A	Head of the Class	21.	15.6/26
22.	15.0/24	C	CBS Tuesday Movie	24.	15.0/25
23.	14.8/26	N	Miami Vice	35.	12.6/22
24.	14.7/30	N	227	18.	16.2/31
25.	14.5/24	N	Valerie's Family	15.	16.8/27
26.	14.0/23	A	Hooperman	41.	12.0/20
27.	13.9/22	A	ABC Monday Movie	22.	15.4/24
28.	13.6/21	N	In the Heat of the Night	32.	13.0/21
29.	13.4/21	C	Newhart	28.	14.1/21
30.	13.3/22	A	MacGyver	31.	13.3/21
31.	13.2/24	C	Falcon Crest	36.	12.4/22
32.	13.2/29	N	Facts of Life	25.	14.5/30
33.	13.1/23	N	New Bloopers, Practical Jokes	26.	14.4/25
34.	12.8/22	N	St. Elsewhere	39.	12.2/21
35.	12.6/22	A	China Beach	40.	12.1/21
36.	12.3/21	N	Aaron's Way	33.	12.9/22
37.	11.9/19	A	Moonlighting	34.	12.7/20
38.	11.9/21	C	Equalizer	44.	11.3/20
39.	11.9/23	N	Unsolved Mysteries	30.	13.3/26
40.	11.9/19	N	Highway to Heaven	37.	12.4/20
41.	11.6/21	N	Miami Vice Special	55.	9.9/18
42.	11.5/19	C	Designing Women	43.	11.5/18
43.	11.4/18	A	Just in Time	54.	10.0/16
44.	11.2/19	A	Thirtysomething	46.	11.2/19
45.	11.2/18	C	Jake and the Fatman	29.	13.4/22
46.	11.2/19	C	Kate and Allie	42.	11.6/19
47.	10.9/19	A	20/20	38.	12.3/22
48.	10.8/17	C	Eisenhower and Lutz	45.	11.2/17
49.	10.7/19	A	Mr. Belvedere	48.	10.8/20
50.	10.7/18	N	Crime Story	57.	9.5/16
51.	10.3/20	A	Full House	50.	10.5/20
52.	10.0/17	·C	Smothers Brothers	51.	10.3/17
53.	9.8/20	A	Perfect Strangers	47.	11.2/23
54.	9.8/19	C	Beauty and the Beast	65.	7.4/15
55.	9.8/16	C	Simon and Simon	52.	10.2/16
56.	9.4/17	C	48 Hours	49.	10.8/18
57.	9.4/15	C	CBS Sunday Movie	58.	9.4/15
58.	9.4/15	C	Cagney and Lacey	56.	9.7/15
59.	9.3/18	A	Spenser: For Hire	53.	10.2/19
60.	8.3/14	A	Remembering Marilyn	60.	8.6/15
61.	8.2/16	C	West 57th	62.	8.2/15
62.	8.1/15	C	Tour of Duty	67.	7.1/13
63.	7.2/15	A	Disney Sunday Movie	66.	7.2/15
64.	7.2/15	A	Dolly	59.	9.3/19
65.	7.2/15	C	High Mountain Rangers	69.	6.5/13
66.	7.1/15	N	Our House	61.	8.3/18
67.	6.9/12	A	Slap Maxwell Story	64.	7.7/14
68.	6.8/11	A	Buck James	71.	6.2/11
69.	6.6/11	A	Hotel	68.	6.7/11
70.	6.5/11	C	Houston Knights	70.	6.4/11
71.	6.3/12	A	Ohara	63.	7.9/14
72.	4.8/9	A	Max Headroom	72.	4.5/8

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Broadcasting May 23

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SYNDEX II

57th Year 1988

Vol. 114 No. 21

Broadcasting▫May 23

FCC brings back syndex rules...page 31

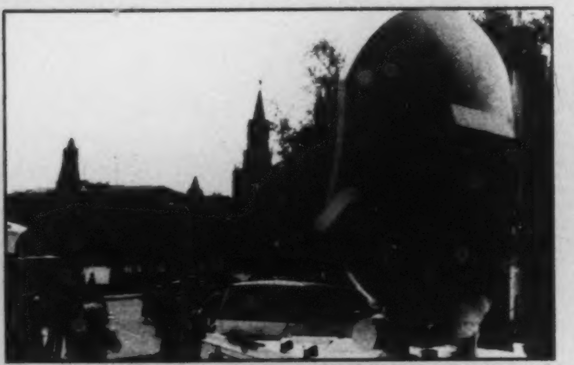
Fall previews for NBC, Fox and ABC...35, 36, 88

HDTV: a technology on fast-forward...page 37

SYNDEX: THE SEQUEL ▫ Commission restores syndex rules in new form. **PAGE 31.** Explanation of rules, as presented by FCC's Kenneth Gordon, principal author, begins on **PAGE 58.**

PEACOCK'S FALL COLORS ▫ Brandon Tartikoff announces next season's quest for NBC's next generation of hits. **PAGE 35; MORE FROM FOX** ▫ Fox Broadcasting Co. will expand its program lineup to three nights next May; spin-off of *21 Jump Street* will lead network's Saturday schedule next fall. **PAGE 36; ABC ADVANCE** ▫ ABC's new schedule includes five new dramas and at least one new comedy. **PAGE 88.**

HEADING TO THE SUMMIT ▫ Preparations for coverage of fourth summit meeting between Ronald Reagan and Mikhail Gorbachev are under way, with networks, co-operatives and few stations reporting live to U.S. from Moscow. **PAGE 37.**



IDB earth station sits in shadow of Kremlin, ready to transmit coverage of summit to U.S.

OLYMPICS '92 ▫ International Olympic Committee begins auctioning of 1992 winter Olympic games, in Albertville, France. **PAGE 34.**

HDTV REPORT RELEASED ▫ Interim report of FCC's ATS Advisory Committee on HDTV includes call for terrestrial standard. **PAGE 37.** ATS Chairman Richard Wiley expands on report's HDTV agenda on **PAGE 38.**

PRIORITY FOR A FEW ▫ Corporation for Public Broadcasting board of directors approves plan that focuses CPB funds on limited number of higher priority issues. **PAGE 42.**

CABLE LAUNCH ▫ New advertising cable network, ATV, ties its fall start-up to Turner Network Television, offering to rebate cable operators for carriage of TNT. **PAGE 50.**

PRIMER ON PAYOLA ▫ FCC outlines provisions of Communications Act that outlaw payola and details consequences. **PAGE 53.**

SECOND TIME AROUND ▫ DIR Broadcasting President Bob Meyrowitz buys back company from Lorimar that he co-founded 15 years ago. **PAGE 54.**

AT THE STARTING GATE AGAIN ▫ Turner Broadcasting System's Gerry Hogan began his association with Ted Turner when superstation WTBS(TV) Atlanta was still struggling independent. After deciding to leave company last year, his mind was changed by challenge of TNT start-up. **PAGE 87.**

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tions.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germany's' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter.

Low-power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites got start in January 1986, when HBO scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number approximately two million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

Equal Employment Opportunity

■ FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of cable act were subjects of House Telecommunications Subcommittee hearing last week. FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employes of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices, was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employes.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employes are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

Federal Trade Commission

It is going to be difficult for Congress to answer FTC's $67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, $1.26-million increase over 1988. $700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to staff and salary matters; $500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released. Justice Department has concluded that NFL-ESPN deal for that season is not exempt from antitrust laws, but declined action since FTC investigation is already under way (BROADCASTING, May 9).

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million

High-Definition TV

■ Draft of first interim report to commission involving spectrum needs and outlines for future terrestrial transmission system testing has been sent to parent "blue ribbon" panel by steering committee of FCC's Advanced Television Services (ATS) Advisory Committee. Report concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Blue ribbon panel is expected to approve report for submission to June 3 FCC meeting.

Advanced Television Test Center (ATTC), project co-sponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is seeking executive director to oversee engineering and management aspects of facility. Search committee has submitted three names to ATTC board and interviews continue with more candidates. Center will provide place for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from $700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. New executive director will decide where to locate facility and when testing will begin.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and developville. Information: (703) 549-6990.

Sept. 6-9—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 8—Presentation of news and documentary programing Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Open Mike

Cable defender

EDITOR: Your May 9 report on the opening panel at the National Cable Television Association convention certainly fell short of telling the full story.

It is most unfortunate that your reporter did not deem it necessary to relate the cable-bashing which Bruce Christensen, president of PBS, tried to engage in by criticizing Nickelodeon, for example. He said that, since he does not have cable, he watched Nickelodeon once and all he saw were Popeye cartoons. I defended Nickelodeon, stressing their fine programing, and stated that Nickelodeon does not run Popeye cartoons—a fact which was later confirmed to me.

Concerning the discussion of sports on cable, I defended cable's right to bring sporting events to its subscribers by comparing it to other events that take place. I clearly recall mentioning that if cable was only for the "haves," stadia for baseball and football should be closed, as should motion picture theaters, which now charge $7 per ticket in New York City.

Finally, on reflection, it isn't even the cable television industry that should be burdened with this "haves" vs. "have-nots" discussion, but some of the promoters to whom profit seems to be paramount. In discussing the "have-nots," possibly these same sports promoters should be approached about offering a few hundred ringside tickets to the local "have-nots" at the next championship boxing event.—*Ralph M. Baruch, senior fellow and chairman, board of governors, National Academy of Cable Programing, New York.*

Canadian clarification

EDITOR: In his March 14 "Monday Memo" John Eger makes a regrettable misstatement when he says "Canada continues to expropriate American television programs at the border, delete the U.S. commercial messages, insert Canadian commercials and relay those programs by cable or satellite to receive-only earth stations throughout Canada."

Because this misstatement has appeared in other U.S. media and because of the impending legislation to implement the Canada/U.S. Free Trade Agreement, it is important to correct it.

Cable television systems in Canada are required, by federal regulation pursuant to the Broadcasting Act, to carry out simultaneous program substitution. When a local television station and a distant station (whether Canadian or U.S.) distribute the same episode of the same program at the same time, the cable television company is required to distribute the local station simultaneously on both channels. This regulatory policy was instituted as a mirror of the old syndicated exclusivity rules adopted by the FCC to protect program rights licensed by local stations. Cable systems are prohibited from altering any broadcast signals. Commercial messages are not deleted. Canadian commericals do not replace U.S. commericals except as part of the Canadian release of the program for which the exhibition rights have been licensed for a fee.

The alternative would be a blackout of the cross-border version of the program. This would serve neither the interests of the U.S. distributor, the U.S. border stations that value their distribution by cable in Canada nor the Canadian subscriber.—*Michael Hind-Smith, president and chief executive officer, Canadian Cable Television Association, Ottawa.*

Call for scripts

EDITOR: I'd like to invite news writers, reporters and anchors to submit their best scripts for inclusion in a book consisting of topflight news scripts. Scripts are sought from news people at radio and TV stations, local and network, and staff members at the wire services. The scripts may deal with any subject and run any length, and writers may submit as many as they wish. On the back of each page, the writers should print their names and call letters. No scripts will be returned, so entrants may wish to send in photocopies. Scripts not chosen will not be published.

Entries should be sent to me c/o Bonus Books, 160 East Illinois Street, Chicago 60611. Deadline: June 15, 1988.—*Mervin Block, author of "Writing Broadcast News—Shorter, Sharper, Stronger" and columnist, Radio-Television News Directors Association's* Communicator.

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Infomercial service, ATV, pitches cable

Advertising network offers to pay operators' per-subscriber fees for TNT in exchange for carriage

A new cable network devoted to infomercials is tying its Oct. 3 launch to that of Turner Network Television by offering to pay the cable operators' fees for carriage of TNT, at least for the first two years. ATV: Advertising Television, as part of its marketing campaign, said it will rebate to cable operators the monthly fees they would pay for TNT for the next two years (15 cents per subscriber per month in 1989 and 20 cents in 1990) if the operators carry both services. The company said it was willing to commit $29.4 million to pay the monthly per-subscriber fees for launch.

ATV is the creation of Web Broadcasting Systems, a private firm that has marketed and promoted products for advertisers. It plans to launch an advertising network on which corporate sponsors buy time in five- or 10-minute increments. Thomas Collins, vice president of marketing, said advertisers will pay a monthly fee, roughly $45,000, for a five-minute commercial that is rotated throughout the dayparts in a given month.

The tie with Turner is coincidental; the two companies have no agreement with each other, Collins said. ATV approached MSO's at the National Cable Television Association convention about its offer to pay for carriage of both services, and decided to roll-out the offer to all operators. "We feel that if systems reshuffle their basic service deck this fall, it affords them an opportunity to add *two* new innovative services without incurring monthly out-of-pocket costs," said Paul Salerno, Web president.

Programing will consist of a 12-hour cycle of hour-long product categories—automotive, movies, fitness, video, fashion, travel, beauty, computer, consumer electronics, home, recreation and leisure, and appliance. The cycle will be repeated, so that each ad will appear twice, although there may not be a full 24-hour schedule at the start. Collins said ATV will disclose in the next few weeks the companies that have signed on, but said he was confident the entire 24-hour schedule would be filled by October.

Throughout that month, the 12 blocks will rotate time periods throughout the schedule, giving each category a shot at prime time, for instance, Collins said. Each hour will be divided into 11 five-minute segments for infomercials. The other five minutes will be devoted to station identification, Collins said.

The hottest categories, in terms of advertiser interest, said Collins, are automotive, video, movies, computers and appliances. Many advertisers with complicated products are attracted to the longer-form commercial, said Collins. Computer companies, for instance, can spend the time explaining the uses of a spreadsheet. The infomercials will not be "stale generic advertising," said Collins. And he said that ATV "is not a home shopping network." It will be a vehicle, said Collins, for advertisers to provide more information about their products than possible in 30- or 60-second commercials.

In addition to the payment offer to cable operators, ATV will provide an opportunity for local advertisers to place a short billboard, five to 10 seconds, at the end of an infomercial. A local Ford dealer could run a billboard at the end of a piece from

NBC takes prime time, ABC tops in news

NBC won the weekly prime time ratings race once more, for the week ended May 15. In the big movie shootout of the week, NBC's new *Perry Mason* movie *(The Case of the Lady in the Lake)*, beat ABC's showing of "Beverly Hills Cop," on Sunday, May 15, at 9 p.m., by a score of 22.2/35 to 20.3/32. CBS's *Beryl Markham: Shadow on the Sun*, placed a distant third in the same period with a 10.4/16.

Other highlights for the week included the continuing strong performance of ABC's mid-season entry, *China Beach*, Wednesday at 10 p.m., which beat the second half of CBS's showing of "Rocky IV," and *St. Elsewhere*, on NBC.

In the evening news race, *ABC World News Tonight with Peter Jennings* was on top for the third consecutive week, with an average 9.4/20, followed by *CBS Evening News with Dan Rather* with 9.1/20 and *NBC Nightly News with Tom Brokaw* with 8.0/17.

Nielsen		Net		AGB
1.	22.6/35	N NBC Sunday Movie	3.	21.4/34
2.	21.7/40	N Cosby Show	1.	22.8/41
3.	20.3/32	A ABC Sunday Movie	7.	19.2/31
4.	20.3/35	N Cheers	4.	21.2/35
5.	20.0/32	A Barbara Walters Special	9.	18.8/30
6.	19.9/33	N Night Court	5.	20.3/33
7.	19.7/37	N Golden Girls	2.	21.5/40
8.	19.0/29	N NBC Monday Movie	8.	19.1/30
9.	18.5/29	A ABC Monday Movie	11.	17.6/28
10.	18.3/33	A Who's the Boss?	6.	19.3/35
11.	17.8/31	C Knots Landing	13.	17.0/29
12.	17.3/30	C Murder, She Wrote	15.	16.3/28
13.	17.3/30	C Dallas	16.	16.0/28
14.	17.2/29	A Just the Ten of Us	10.	17.8/30
15.	17.2/34	C 60 Minutes	14.	16.8/33
16.	16.3/27	N ALF	12.	17.5/30
17.	14.8/25	N L.A. Law	23.	14.0/24
18.	14.7/26	C Falcon Crest	24.	13.7/24
19.	14.6/25	A Head of the Class	19.	14.5/25
20.	14.4/23	N My Two Dads Special	17.	15.5/25
21.	14.3/27	A Growing Pains	20.	14.4/26
22.	14.3/23	A MacGyver	22.	14.1/24
23.	14.2/29	N 227	21.	14.2/29
24.	14.0/24	A China Beach	31.	12.0/20
25.	13.8/27	N Hunter	16.	14.7/28
26.	13.4/23	N Matlock	26.	13.0/22
27.	13.3/20	C Newhart	28.	12.3/19
28.	13.0/23	A 20/20	25.	13.4/24
29.	12.6/22	A Thirtysomething	40.	11.1/20
30.	12.4/21	N St. Elsewhere	27.	12.9/22
31.	12.0/20	N Day by Day	29.	12.2/21
32.	11.9/21	N Aaron's Way	38.	11.3/20
33.	11.8/26	N Facts of Life	32.	11.9/26
34.	11.7/19	A Moonlighting	35.	11.7/19
35.	11.7/20	N Crime Story	33.	11.9/21
36.	11.5/18	C Designing Women	46.	10.2/17
37.	11.2/18	C CBS Spec. Movie (Wed.)	41.	11.1/18
38.	11.2/18	C Cagney and Lacey	54.	9.1/15
39.	11.1/19	C CBS Tuesday Movie	30.	12.1/20
40.	10.9/16	C Eisenhower and Lutz	44.	10.4/16
41.	10.9/18	N Highway to Heaven	37.	11.3/18
42.	10.7/18	C Kate and Allie	47.	10.1/17
43.	10.6/17	N Decision '88: Neb. & WV		
44.	10.4/18	A Captain EO Backstage	50.	9.8/17
45.	10.4/20	C Beauty and the Beast	56.	8.8/18
46.	10.4/16	C CBS Sunday Movie	48.	10.0/16
47.	10.4/19	N Family Ties	34.	11.9/21
48.	10.3/17	C Simon and Simon	36.	11.4/19
49.	10.1/18	N Miami Vice	51.	9.6/17
50.	9.9/20	A Spenser: For Hire	53.	9.6/18
51.	9.7/17	A Koppel Report	45.	10.3/17
52.	9.7/18	A Full House	42.	11.1/21
53.	9.6/20	A Perfect Strangers	43.	11.0/23
54.	9.4/18	A Disney Sunday Movie	57.	8.8/17
55.	9.4/17	N NBC Friday Movie Spec.	52.	9.6/18
56.	9.3/16	A Mr. Belvedere	49.	10.0/18
57.	9.1/16	C Smothers Brothers	39.	11.1/20
58.	8.5/15	A I Married Dora	55.	9.0/15
59.	8.4/16	C Tour of Duty	62.	7.2/13
60.	8.1/14	A ABC Thursday Movie Spec.	58.	8.7/15
61.	7.7/15	C West 57th	61.	7.8/15
62.	7.5/16	C High Mountain Rangers	65.	6.5/14
63.	7.3/14	C 48 Hours	59.	8.3/15
64.	7.1/14	N Aaron's Way Special	60.	8.3/16
65.	6.9/12	C Houston Knights	63.	6.9/12
66.	6.8/13	A Ohara	64.	6.6/12
67.	6.3/13	A Supercarrier Special	66.	5.7/12

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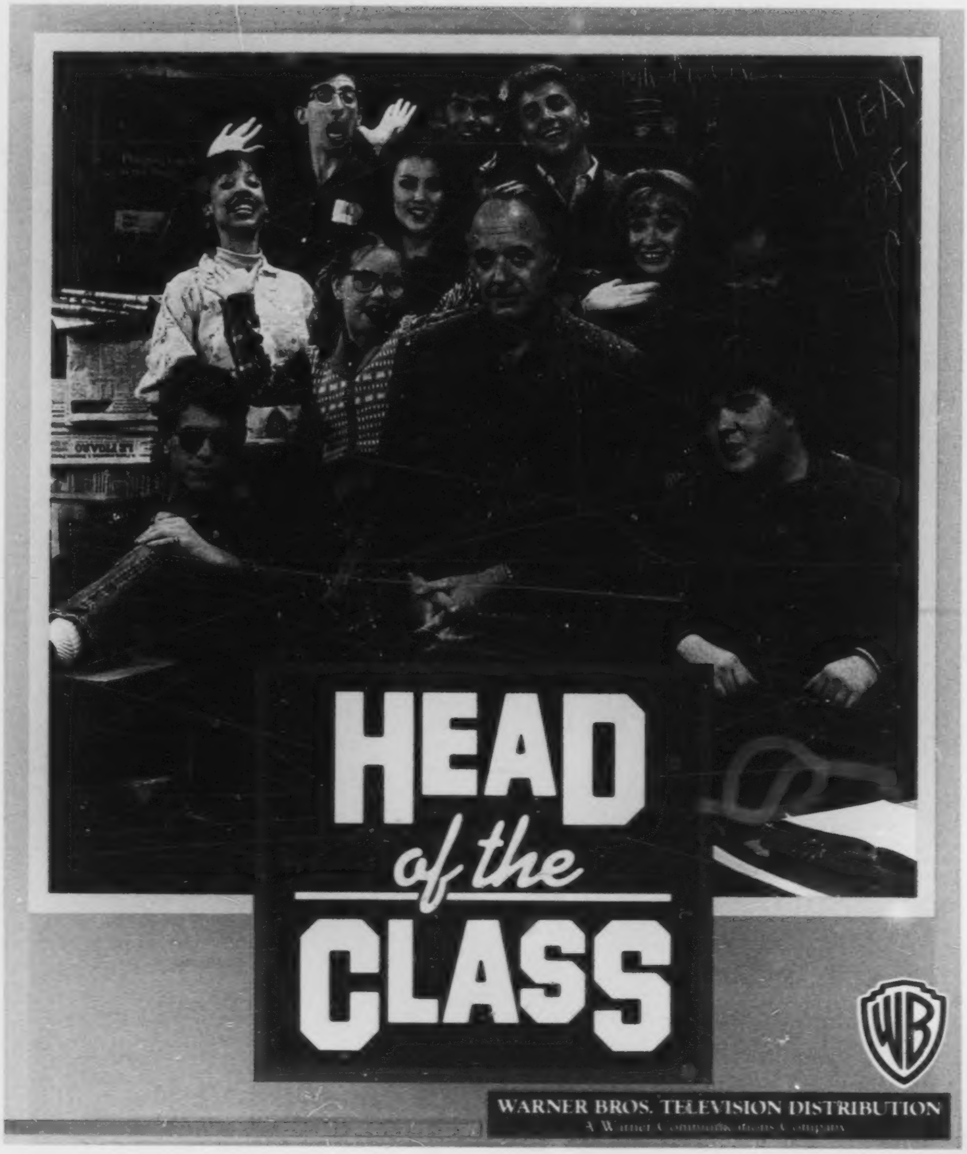
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 30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57th Year 1988

TOP 100 COMPANIES

Fall schedules set for the networks

Vol. 114 No. 22

Broadcasting May 30

No shortage of comedies on network fall lineups...page 19

CBS wins 1992 winter Olympics bid...page 24

Top 100 post revenue and profit margin gains...page 27

FALL LAUGHS ☐ CBS and ABC announce their new fall prime time schedules, which include abundance of new and returning comedies. **PAGE 19.**

George Segal (left picture, center) stars in ABC's 'Murphy's Law' this fall, and Candice Bergen (right picture, second left) stars in 'Murphy Brown' on CBS.

MARCH ON MOSCOW ☐ Fifth Estate converge on Soviet Union for Reagan-Gorbachev summit. **PAGE 23.**

OLYMPIC BID ☐ CBS wins rights to carry 1992 winter Olympics in Albertville, France, for $243 million. **PAGE 24.**

CHANGES PROPOSED ☐ CPB urges withdrawal of proposed Senate amendments to 1991-93 CPB reauthorization bill that call for rerouting CPB national programing money directly to public stations. CPB says support of proposal by PBS and NAPTS is "breach of faith." **PAGE 25.**

TOP 100 ☐ Leading companies of Fifth Estate collectively generated more than $172.5 billion in revenue during 1987—increase of almost 14% over 1986, according to BROADCASTING's ninth annual survey. **PAGE 27.**

IN LIEU OF ☐ Commercial broadcast networks plan to offer original episodes of canceled series, specials and documentaries to fill their respective summer schedules as writers strike continues. **PAGE 35.**

CHARTING CABLE PROGRAMING ☐ Particularly strong group of new cable services and programing ideas creates demand for shelf space on cable systems that is fast becoming acute. **PAGE 39.** Rundown of current services begins on **PAGE 40.**

NOT UP TO SPEED ☐ Network radio's second quarter has apparently hit major stumbling block, with sales pace sluggish compared to same period last year. **PAGE 44.**

UNDER THE ARCH ☐ Noncommercial radio executives meet in St. Louis to debate public radio's future and discuss results of CPB-funded study. Among latter's findings: More than 80% of U.S. population does not tune into public radio. **PAGE 45.**

HOW MUCH CLOUT? ☐ Former vice presidential candidate, Geraldine Ferraro, and Larry Speakes, former White House press secretary, are among group discussing TV's political clout. **PAGE 54.**

ROUND ONE ☐ Briefs are filed urging U.S. Court of Appeals in Washington to reverse FCC's action last year repealing fairness doctrine. **PAGE 60.**

PRODUCER FOR THE '80's ☐ Steven Bochco, co-creator and executive producer of *Hill Street Blues* and *L.A. Law*, many agree, has done much to influence network television. **PAGE 79.**

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office □
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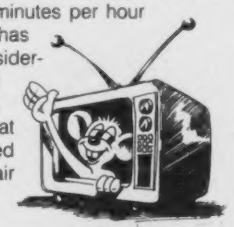
tween Subcommittee Chairman Ed Markey and National Association of Broadcasters and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Bill has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials. NAB says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts.



In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5-minute limit.

Comparative Renewal

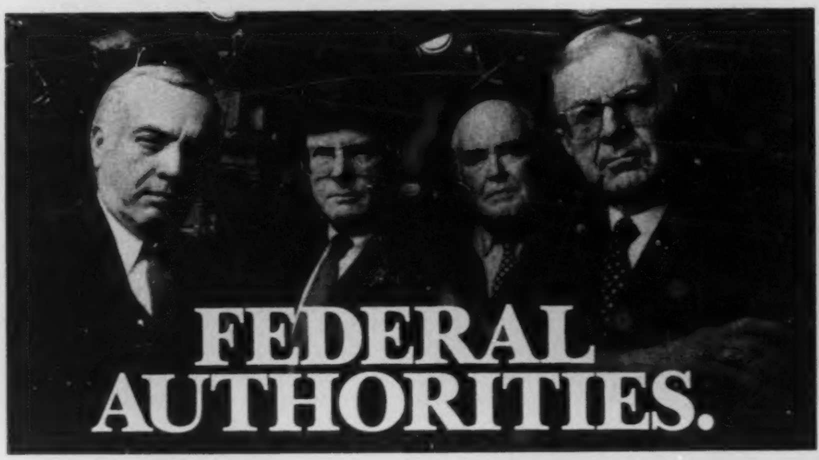
■ With syndicated exclusivity behind it (see below), FCC is reportedly preparing to tackle reform of much maligned comparative renewal process. It is looking to clean up what are widely seen as abuses of process and to rewrite some of the comparative criteria. FCC Chairman Dennis Patrick has called for changes to curb use of process to force broadcasters into lucrative settlements and establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative renewal process.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.



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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ **Total Radio**	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ **Total TV**	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ **Total LPTV**	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses

† Penetration percentages are of TV household universe of 88.6 million.

Crossownership

Telco-cable—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York. Ruling gave Murdoch opportunity to retain *Boston Herald* and WFXT(TV) Boston, but Murdoch announced that he would sell station.

Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

Direct Broadcast Satellites

■ Latest round of applications filed April 8 at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits (BROADCASTING, April 25). Although threat to C-band cable distribution market is cited as major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by TeleCommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension. Dominion Video, granted 1986 construction permit for 16 DBS channels, last week announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programing, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, of The Steve Tisch Co., which is co-producer of *Dirty Dancing*, is the nephew of Laurence Tisch, CBS president.

□

At ABC, the network will counterprogram Sundays at 7 p.m. with *Incredible Sunday*, from the same team, headed by Woody Fraser for Reeves Entertainment, that produced *That's Incredible!* from 1980 to 1984. ABC's *Disney Hour* is moving to NBC in a different form. At 8 p.m., the canceled *Supercarrier* is being replaced by *A Fine Romance* from IndieProd (in association with Phoenix Productions and New World), described as a "homage to the screwball comedies of the 40's." Rounding out the night is a movie from 9 to 11.

Monday remains the same with the returning *MacGyver* and *Monday Night Football*.

On Tuesday, after *Who's the Boss?* and *Roseanne*, *Moonlighting* will return at 9 p.m. Speaking to advertisers in New York last week, ABC Entertainment President Brandon Stoddard talked of the continuing inability of *Moonlighting* producer Glenn Caron to supply the normal 22 episodes per season. "I don't think the problem will be eliminated," said Stoddard, although he expects the output next season to be a little better than the 13 episodes of last season. At 10 p.m. on Tuesday, *thirtysomething* returns to the schedule.

Wednesday remains largely intact, starting off with *Growing Pains* at 8 p.m. and *Head of the Class* at 8:30. *Wonder Years* moves to a new time at 9 p.m., and *Hooperman* moves back a half-hour to 9:30 p.m. *China Beach* will stay at 10 p.m.

Thursday will kick off with a new crime drama at 8 p.m., *Knightwatch*, from MGM. That will be followed by *Dynasty* at 9 p.m., which is moving from Wednesday. *Heartbeat* also moves from Wednesday to Thursday, at 10 p.m. Canceled are *Probe*, *Hotel*, and *Buck James*. Last season, ABC programed Thursday with *Sledge Hammer*, *The Charmings* and a movie. All are gone.

ABC's Friday will lead off with the returning *Perfect Strangers* and *Full House*. At 9 p.m., *Mr. Belevedere* returns, followed by *Just the Ten of Us* at 9:30 p.m., which had a midseason trial on Tuesday at 8:30 p.m. *20/20* returns at 10 p.m.

Saturday marks the return of *Columbo*, with Peter Falk reprising his role as the rumpled detective. The series will be part of the new *ABC Saturday Mystery Movie*, which will feature three rotating series that air each week at 9-11 p.m. William Link, the executive producer of the original *Columbo* series, which aired on NBC in the 1970's, will return to serve as executive producer of all three series within *Mystery Movie* for Universal. Burt Reynolds and Lou Gossett Jr. will star in the other two rotating series.

Leading into the new mystery wheel will be the new *Murphy's Law* from New World, starring George Segal as an unconventional insurance investigator. □

NBC sweeps May sweeps in record style

Network wins by biggest lead ever; tops in regular, made-fors, specials and mini-series

In a performance reminiscent of the glory days of CBS Television, NBC took the May sweeps with the largest margin in a sweeps period in modern TV times, dominating regular programing, made-for-TV movies, specials and mini-series, as well as demographic categories for women and men under 54.

The network has won 12 of the last 13 sweeps periods, losing for the first time in nearly three years to ABC last February when that network covered the 1988 winter Olympics.

NBC won the May race with a 14.9 rating/26 share, 24% ahead of its nearest rival, CBS, which registered a 12 rating/21 share, according to an NBC analysis of Nielsen's NTI peoplemeter ratings for the April 28-May 24 sweeps period.

In the race for second, however, third-place ABC was able to close the gap behind CBS, picking up 4% in ratings over last year's May sweeps with an 11.7/20, while CBS dropped 4%. NBC gained 5% over last May's sweeps ratings.

ABC also maintained its demographic advantage over CBS in all under-54 categories, although CBS remained first in the 55-and-older category, followed by NBC, then ABC, according to ABC.

NBC won the regular program category handily with a 15.1/26, a 26% margin over CBS's 12/21. ABC came in a close third with an 11.9/20. NBC took first place on Monday, Thursday and Saturday nights, with CBS taking Friday and Sunday and ABC Tuesday and Wednesday.

According to ABC, its regular program ratings for the sweeps period were up 10%, while NBC's were up 3% and CBS's were down 12%.

NBC's 'Different World,' the number-one series of the May sweeps

Good news for all three networks was that the downward trend for three-network ratings was reversed in May when the combined Nielsen rating was up 2% to 38.6, with a 67 share, compared to May 1987's 37.9 rating/68 share.

May sweeps Top 10 regular programs

Rank		Net.	Rating/Share	
1.	**Different World**	N	22.0	38
2.	**Cosby**	N	21.9	40
	Cheers	N	21.9	36
4.	**Night Court**	N	20.5	33
5.	**Golden Girls**	N	20.0	37
6.	**Murder, She Wrote**	C	18.2	31
7.	**NBC Sunday Movie**	N	17.8	28
8.	**Amen**	N	17.7	33
9.	**60 Minutes**	C	17.6	35
10.	**Who's The Boss?**	A	17.2	31
	L.A. Law	N	17.2	29
	NBC Monday Movie	N	17.2	27

Based on NBC Research analysis of NTI People Meter Ratings for May 1988 sweeps (April 28-May 25).

The three-network ratings had been down 5% from the year before in February's sweeps, and November 1987's ratings had been off 10% from November 1986.

Of importance to network affiliates looking for strong prime time performance to enhance their late local news audience was NBC's strong margin over both CBS and ABC during the local news lead-in period.

NBC won the Monday-to-Friday, 10:30 p.m.-11 p.m., period with a 15 rating/26 share, a 15% margin over CBS's 13.1/23, and 19% ahead of ABC's 12.6/22. It won the period Monday-to-Sunday with an even wider margin over second-place CBS.

Among the top 30 shows, NBC's *Cosby* spin-off, *A Different World*, won first place with a 22 rating/38 share, compared to *Cosby*'s 21.9/40.

The remainder of the top five slots also went to NBC, with *Cheers* tying *Cosby* on a ratings basis with a 21.9/36. *Night Court* was fourth with a 20.5/33, followed by *Golden Girls* (20/37).

CBS's top-ranked show, in sixth place with a 18.2/31, was *Murder, She Wrote*, followed by *NBC Sunday Movie* (17.8/28), NBC's *Amen* (17.7/33) and CBS's *60 Minutes* (17.6/35). Tied for 10th place with 17.2 ratings were NBC's *Monday Movie* and *L.A. Law* and ABC's *Who's the Boss?*.

Slipping out of the top 30 were NBC's *Family Ties*, which in last May's sweeps had registered first in its Thursday time slot, and ABC's *Moonlighting*. CBS's *Dallas* slipped from sixth last May into a tie for 18th with a 16.2/28, while last year's fifth-place *Growing Pains* on ABC fell into a tie for 21st with a 14.9/27.

In the made-for-TV movie category, CBS's special, long-form *Magnum P.I.* overwhelmed the competition with a 32/48. But NBC's overall average of 18.1/29 was well ahead of CBS's 14.9/24 and ABC's 14.7/23 (with just one entry, *A Whisper*

Kills).

NBC took four of the top five made-for slots with *Perry Mason* (22.6/35), *Incredible Hulk* (20.2/33), *Taking of Flight 847* (19.7/31) and *Desperado* (15.4/26).

ABC's *Barbara Walters* May special led the specials category with a 20/32, although again NBC's average 14.7/25 remained ahead of CBS's 12.8/21 and ABC's 12.7/21. NBC had second- and third-place specials, with *Bob Hope* (19/31) and *Unsolved Mysteries* (17/28), followed by ABC's *American Comedy Awards* (16.8/28) and CBS's leading entry, *Miss Universe Pageant* (15.6/24).

NBC's mini-series *Something Is Out There*, led the pack of five during the month, beating ABC's *Bourne Identity* head-to-head with a 19.2/30, compared to the latter's 18.5/30. ABC's *Baby M* finished third with a 16.3/26, and its *Onassis* was fourth with a 13/20. CBS's mini-series, *Shadow on the Sun*, lagged well behind with a 9.1/15. □

Live from Moscow: the Reagan-Gorbachev summit

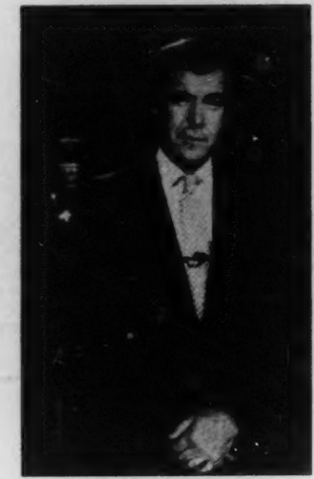
Fifth Estate begins coverage of historic meeting, citing cooperation of Soviet hosts; major news not expected, but journalists hope they are ready for surprises

America was being inundated last week with the history, culture, military preparedness and politics of the Soviet Union, as the four major television networks geared up for the fourth summit meeting between President Ronald Reagan and General Secretary Mikhail Gorbachev. This week, with the summit under way, the networks' attention has become even more intense. There was to be heavy live coverage yesterday (Sunday) morning, when the President arrived in Moscow. The morning shows were to begin broadcasting out of Moscow today (May 30), and the ABC, CBS, NBC and CNN anchors are operating out of booths built on terraces of the Rossiya hotel, overlooking Red Square and the Kremlin.

Major news is not expected. But the fact of a summit itself still ignites the imagination of journalists, even a summit that is the fourth between the American President and the Soviet leader. Adding point to the interest is the fact that the first American President to visit the Soviet Union in 14 years is Ronald Reagan, who early in his Presidency denounced the country as the "evil empire."

And although Joe Angotti, NBC vice president for elections and special broadcasts, was probably reflecting the views of most of his colleagues in Moscow when he described the summit principally as "a ceremonial thing," he and others in Moscow are sensitive to what he said is its "potential for surprises." The networks—ABC, CBS, and NBC with between 65 and 75 people each, and CNN, with 55—hope they are prepared for anything. So do the crews sent over by Conus and *The MacNeil/Lehrer NewsHour*.

One of the big substories out of the summit is the unprecedented spirit of cooperation the network executives say their Soviet hosts are demonstrating. Said Angotti: "There is an eagerness to help, and less fear and suspicion about what we're doing" than was the case in 1984, when the *Today* show broadcast from Moscow for a week. Of the six satellite paths out of Moscow, for instance, three employ earth stations supplied by Los Angeles-based IDB Communications Group Inc. that are independent of Soviet control. IDB is also providing compressed video return feeds, which make it possible for the broadcast journalists in Moscow to view the pictures being transmitted to the U.S. All told, eight satellites of the International Telecommunications Satellite Organization are being used to transmit television pictures from Moscow to earth stations around the world. Alone among the American outfits, CNN is using both a Soviet uplink and a transponder on a Soviet Intersputnik satellite, for relay to CNN headquarters in Atlanta.



Jennings on balcony of Rossiya hotel; Kremlin, Cathedral of St. Basil in background

But that does not mean things have gone smoothly. ABC News's Mike Duffy, senior producer of the network pool, expressed exasperation last week with the apparent inability of the Soviets to keep promises—as in lighting the Kremlin at night for television pictures, for instance. "They promised us lights a month ago, but each night, the lighting was postponed." Apparently, there was a jurisdictional dispute between the Kremlin and city officials. Finally, last Wednesday, the lights were turned on—but in what Duffy described as a "slapdash fashion." ABC had to supplement the lighting with its own equipment.

Last week, Duffy was waiting delivery on a Soviet promise to permit ABC, CBS, NBC and CNN correspondents to enter the Kremlin to do stand-uppers in Cathedral Square, outside the Kremlin palace, on Sunday, when the President was to arrive. Duffy said the Soviets had promised "easy access to the Kremlin." But as of last Friday, he was waiting for delivery on the promise and did not appear confident the Soviets—whose concern about security is considerable—would acquiesce. However, ABC News's Walter Rodgers, pressing his luck, tried for access for a live piece for *Good Morning, America* from inside the Kremlin on Friday (May 27), and got it.

Still, as Tom Bettag, executive producer of *The CBS Evening News with Dan Rather*, said, "The Soviets are so into *glasnost* there is access to things never seen before. We want to take advantage of that." CBS, for instance, has been broadcasting pictures from inside the Kremlin of religious and art objects rarely seen in the West.

Rather, Kuralt inside Kremlin

Charles Kuralt, of CBS's *Sunday Morning* and *On the Road* (or Trans-Siberian Express, last week), is co-anchoring with Rather the "Inside the Kremlin" pieces, which are illustrated with pictures that Bettag said make the Kremlin—an Alcatraz on the outside—look "like Versailles on the inside." The pictures were taken by a crew from Tokyo Broadcasting System. Bettag said TBS had talked to the Soviets for three years before getting permission. TBS and CBS have had a close relationship for 30 years, during which time the organizations have frequently exchanged material.

The story is not limited to television, of course. Besides the commercial and noncommercial radio networks represesented in Moscow, the Voice of America has sent a crew—including three reporters from the USSR division—to cover the summit, as have a couple of U.S. stations. WJR-TV Detroit's J.P. McCarthy, who has been host of the top morning show in the Detroit market for years, is doing his 6-to-9-a.m. (2-to-5 p.m. Moscow time) program from Moscow all week, while WEEI(AM) Boston has dispatched John Rodman, vice president for news and programing, and reporter Andrea Carneiro. They covered the Washington summit for the station last December.

The Moscow portion of the story will end on Thursday, as far as the television networks are concerned. The President flies to London that day for a stopover to brief Prime Minister Margaret Thatcher on his talks with Gorbachev. The network journalists will be broadcasting right behind him. □

COMPANIES IN ELEC

		Revenues (000)		%
	Company	**1987**	**1986**	**Change**
1	General Electric	$40,515,000	$36,728,000	10.31
2	Eastman Kodak	13,305,000	11,550,000	15.12
3	Westinghouse	10,679,000	10,731,000	−0.48
4	3M	9,429,000	8,602,000	9.61
5	Motorola	6,707,000	5,888,000	13.91
6	Gulf + Western	4,681,100	3,781,100	23.80
7	Capital Cities/ABC	4,440,346	4,124,374	7.66
8	Time Inc.	4,193,000	3,762,000	11.46
9	News Corp. Ltd.	3,941,660	3,162,213	24.65
10	Warner Communications	3,403,563	2,848,000	19.51
11	Dun & Bradstreet	3,359,164	3,113,351	7.90
12	Times Mirror	3,154,571	2,948,136	7.00
13	Gannett Co.	3,079,447	2,801,497	9.92
14	Disney	2,950,500	2,390,200	23.44
15	CBS	2,762,000	2,808,000	−1.64
16	MCA	2,589,623	2,438,394	6.20
17	Zenith	2,363,000	1,892,000	24.89
18	Tribune	2,159,982	2,029,813	6.41
19	Harris Corp.	2,116,239	2,089,065	1.30
20	Knight-Ridder	2,072,648	1,910,650	8.48
21	American Family	1,876,000	1,401,463	33.86
22	McGraw-Hill	1,751,230	1,576,834	11.06
23	Tele-Communications	1,709,400	645,700	164.74
24	New York Times	1,689,598	1,564,663	7.98
25	Reuters Ltd.	1,638,400	1,173,500	39.62
26	GenCorp	1,619,000	1,537,000	5.34
27	Centel Corp.	1,475,797	1,369,912	7.73
28	Tektronix	1,388,853	1,352,409	2.70
29	Arvin Industries	1,373,147	995,620	37.92
30	Washington Post	1,315,422	1,215,064	8.26
31	Dow Jones & Co.	1,314,443	1,134,867	15.82
32	Itel Corporation	1,274,000	288,700	341.29
33	Saatchi & Saatchi	1,206,400	652,100	85.00
34	Jefferson-Pilot	1,175,814	1,040,132	13.04
35	General Instrument	1,155,460	787,862	46.66
36	Maclean Hunter	1,125,000	973,900	15.51
37	Columbia Pictures Ent.	1,065,987	1,354,989	−21.33
38	Varian Assoc.	1,032,900	893,400	15.61
39	Viacom	1,010,748	919,154	9.96
40	Interpublic Group	970,710	814,427	19.19
41	Lorimar Telepictures	857,260	525,747	63.06
42	Omnicom Group	811,367	753,527	7.68
43	Western Union	801,851	889,192	−9.82
44	Ogilvy Group	738,508	560,132	31.84
45	Media General	715,311	634,627	12.71
46	Home Shopping Network	692,187	365,025	89.63
47	Turner Broadcasting	652,419	556,917	17.15
48	Meredith Corp.	624,673	578,353	8.01
49	Sci-Atlanta	513,944	479,633	7.15
50	Rogers Communications	464,300	411,000	12.97

TRONIC COMMUNICATIONS

Earnings (000)		%	Profit	Earnings	P/E		ECI
1987	1986	change	margin %	per share	ratio	ECI %	rank
$2,915,000	$2,492,000	16.97	7.20	3.20	17.11	7.81	2
1,178,000	374,000	214.97	8.85	3.52	11.58	1.00	55
738,900	670,800	10.15	6.92	5.03	9.91	5.62	13
918,000	779,000	17.84	9.74	4.02	14.68	2.00	42
308,000	194,000	58.76	4.59	2.39	19.51	3.00	38
356,100	267,400	33.17	7.61	5.76	7.01	21.76	7
279,078	181,943	53.39	6.28	16.46	18.51	77.33	1
250,000	376,000	−33.51	5.96	4.18	22.10	40.19	4
654,461	197,984	230.56	16.60	3.94	9.94	12.92	17
328,142	137,400	138.82	9.64	1.87	17.11	11.37	22
392,999	339,990	15.59	11.70	2.58	18.61	5.00	47
266,491	408,085	−34.70	8.45	2.06	14.26	11.09	26
319,395	276,404	15.55	10.37	1.98	14.96	11.59	25
455,300	302,400	50.56	15.43	3.33	16.97	10.09	29
136,000	74,200	83.29	4.92	17.74	8.53	98.00	3
137,254	150,904	−9.04	5.30	1.82	21.43	42.48	6
(19,100)	(10,000)	NM	−0.81	(0.78)	NM	5.00	59
141,537	292,870	−51.67	6.56	1.80	19.24	22.47	18
88,160	68,592	28.53	4.17	1.87	12.33	4.73	64
155,163	140,039	10.80	7.49	2.65	15.47	5.04	62
93,300	100,697	−7.35	4.97	1.16	12.18	2.40	86
164,794	154,009	7.00	9.41	3.27	15.94	5.12	70
5,600	72,300	−92.25	0.33	0.04	44.75	71.67	5
160,333	132,227	21.26	9.49	1.96	13.07	5.87	65
205,700	151,700	35.60	12.56	2.12	17.43	7.00	60
475,000	130,000	265.39	29.34	9.87	1.75	12.04	40
155,976	107,876	44.59	10.57	3.59	12.67	8.82	56
25,667	55,131	−53.44	1.85	0.70	837.50	12.50	45
47,588	41,207	15.49	3.47	2.41	7.57	4.00	84
132,434	100,173	32.20	10.07	10.30	14.39	13.03	46
203,018	183,362	10.72	15.44	2.10	14.05	0.90	113
8,300	55,700	−85.10	0.65	(0.41)	44.48	21.59	31
73,300	35,100	108.83	6.08	0.72	9.59	45.00	15
147,696	123,113	19.97	12.56	3.72	13.21	10.50	58
66,220	(80,377)	NM	5.73	1.88	NM	66.11	9
84,800	69,300	22.37	7.54	1.09	9.75	6.10	78
50,656	101,957	−50.32	4.75	0.67	117.86	55.00	14
(4,100)	(8,700)	NM	−0.40	(0.18)	NM	46.90	19
100,932	45,325	122.68	9.99	(7.18)	NM	100.00	8
49,297	41,051	20.09	5.08	2.25	13.89	45.00	21
(145,294)	4,059	−3679.55	−16.95	(3.16)	NM	74.91	11
34,767	(4,077)	952.76	4.28	1.41	13.92	45.00	24
88,059	(531,205)	116.58	10.98	2.58	NM	5.00	89
29,757	26,995	10.23	4.03	2.02	12.87	71.00	16
42,921	17,107	150.90	6.00	1.50	25.83	27.06	41
18,984	29,049	−34.65	2.74	0.22	23.86	100.00	10
(131,208)	(187,314)	NM	NM	(5.48)	NM	93.62	12
46,079	31,091	48.21	7.38	1.99	10.99	20.02	57
28,399	(7,427)	NM	5.53	1.21	10.23	72.38	23
(23,200)	11,900	−294.96	−5.00	(1.43)	NM	100.00	20

COMPANIES IN ELEC

	Company	Revenues (000) 1987	Revenues (000) 1986	% Change
51	Business Men's Assurance	455,358	423,437	7.54
52	M/A Com. Inc.	437,309	454,853	−3.86
53	MGM/UA Communications	427,574	355,355	20.32
54	Orion Pictures	426,948	327,638	30.31
55	Multimedia	410,753	371,799	10.48
56	Mark IV Industries	402,992	291,529	38.23
57	New World Entertainment	384,315	188,923	103.42
58	A.H. Belo	381,776	397,233	−3.89
59	Liberty Corp.	377,998	318,443	18.70
60	Pulitzer Publishing	367,349	329,115	11.62
61	Foote Cone & B.	343,714	326,398	5.30
62	Communications Satellite	333,651	304,917	9.42
63	Grey Advertising	320,630	265,480	20.77
64	Comcast	309,250	130,854	136.33
65	Durham Corp.	299,570	258,235	16.01
66	Cablevision Systems	299,537	150,839	98.58
67	King World	257,412	174,263	47.72
68	CVN Cos.	253,797	144,401	75.76
69	Lee Enterprises	241,870	223,368	8.28
70	Chris-Craft	241,344	223,992	7.75
71	United Cable TV	241,103	209,181	15.26
72	LIN	236,750	195,340	21.20
73	Scripps Howard	234,146	210,548	11.21
74	Burnup & Sims	201,469	197,021	2.26
75	Oak Industries	182,210	151,745	20.08
76	Selkirk	179,805	171,911	4.59
77	Playboy Enterprises	163,687	167,120	−2.05
78	Century Communications	150,865	72,673	107.59
79	Aaron Spelling Productions	149,962	197,197	−23.95
80	Park Communications	149,427	136,938	9.12
81	C Tec Corp.	133,767	118,721	12.67
82	TVX Broadcast Group	133,373	22,950	481.15
83	Michigan Energy Resources	127,393	140,792	−9.52
84	Stauffer Communications	124,782	118,158	5.61
85	Great American Communications	119,788	35,580	236.67
86	QVC Network	112,302	2,189	**
87	Western Tele-Communications	101,702	47,842	112.58
88	Malrite	97,330	88,473	10.01
89	United Television	96,502	89,142	8.26
90	Price Communications	95,635	87,180	9.70
91	Westwood One	87,214	59,297	47.08
92	Telemundo	84,056	36,425	130.76 *
93	Infinity Broadcasting	74,060	46,077	60.73
94	Reeves Communications	72,891	64,543	12.93
95	American Cablesystems	70,199	45,979	52.68
96	Outlet Communications	63,126	59,852	5.47
97	TCA Cable TV	60,937	48,269	26.24
98	Financial News Network	46,938	23,758	97.56
99	Jacor Communications	43,972	23,566	86.59
100	A.M.E. Inc.	39,774	28,607	39.04

*Notes: * Pro-forma, six months ended June 30, 1987. ** For the period June 13, 1986 to Jan. 31, 1987.*

TRONIC COMMUNICATIONS

Earnings (000) 1987	Earnings (000) 1986	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
66,122	(16,445)	NM	14.52	6.38	93.24	7.72	94
(50,693)	26,915	−288.34	−11.59	(1.45)	NM	5.00	105
(88,098)	17,861	−593.24	−20.60	(1.74)	NM	14.27	80
12,159	9,833	23.66	2.85	0.66	12.05	46.70	39
12,489	(4,661)	NM	3.04	1.03	61.41	54.65	36
17,041	10,210	66.90	4.23	1.53	6.67	43.50	44
(18,456)	10,709	NM	−4.80	(1.72)	5.55	83.43	27
22,315	20,268	10.10	5.85	2.08	11.17	43.36	49
28,120	34,730	−19.03	7.44	2.95	15.84	27.52	63
15,320	16,443	−6.83	4.17	1.46	20.03	26.50	66
17,076	13,727	24.40	4.97	2.01	13.31	43.50	53
(47,273)	58,948	−180.19	−14.17	(2.58)	NM	17.00	83
10,339	9,109	13.50	3.22	7.22	14.72	52.00	48
(9,381)	1,004	−1034.36	−3.03	(0.15)	NM	92.75	30
18,287	22,740	−19.58	6.10	2.16	22.44	4.33	112
(75,960)	(18,543)	NM	−25.36	(3.61)	NM	100.00	28
45,742	23,635	93.54	17.77	1.53	10.54	100.00	32
11,619	(10,016)	NM	4.58	0.59	10.50	100.00	33
35,207	43,818	−19.65	14.56	1.39	18.70	26.36	79
10,554	14,747	−28.43	4.37	0.46	43.61	89.77	37
(12,289)	2,601	−572.47	−5.10	(0.32)	NM	100.00	34
87,431	66,240	31.99	36.93	1.56	37.18	65.98	50
22,848	5,477	317.16	9.76	1.24	68.14	100.00	35
6,354	(2,525)	NM	3.15	0.41	29.62	21.60	88
8,226	60,243	−86.34	4.51	0.11	12.50	20.91	91
12,420	16,580	−25.09	6.91	1.16	17.03	100.00	43
13,220	(11,525)	NM	8.08	1.41	15.83	18.01	101
(8,716)	2,457	−454.74	−5.78	(0.36)	NM	100.00	51
22,619	22,514	0.47	15.08	1.23	4.51	100.00	52
17,071	14,923	14.40	11.42	1.24	22.98	48.52	75
12,350	9,245	33.59	9.23	2.24	15.07	13.41	107
(48,003)	(6,112)	685.42	−36.00	(8.40)	NM	100.00	54
4,091	3,808	7.43	3.21	1.52	15.30	7.40	116
2,961	20,374	−85.47	2.37	2.96	47.64	20.77	103
5,704	77,595	−92.65	4.76	0.34	11.38	79.06	69
9,009	13,607	−33.79	8.86	1.09	14.91	32.09	97
(6,156)	(8,466)	NM	−15.02	(0.61)	NM	100.00	88
(6,398)	(8,979)	NM	−6.57	(0.46)	NM	100.00	67
6,679	8,194	−18.49	6.92	−0.61	44.67	100.00	68
(12,262)	(24,594)	−50.15	−12.82	(1.05)	NM	75.56	76
8,919	7,286	22.41	10.23	0.73	27.40	100.00	71
(46,384)		−123.02	−55.18	(6.06)	NM	100.00	72
2,945	(2,893)	−201.807	3.98	0.32	64.06	100.00	73
4,183	2,027	106.36	5.74	0.33	30.00	100.00	74
(13,249)	(3,806)	248.11	−18.87	(1.30)	NM	100.00	77
(16,925)	(25,345)	NM	−26.81		NM	100.00	80
5,070	5,547	−8.60	3.32	0.46	58.82	100.00	82
5,017	2,842	76.49	10.69	0.40	26.70	100.00	85
(3,345)	2	NM	−7.61	(.36)	NM	100.00	87
4,613	2,099	119.77	11.60	0.96	8.95	100.00	90

Solid year for Fifth Estate fortunes: Top 100 weather volatile '87

The leading companies of the Fifth Estate managed to post increases in both revenues and profit margins in 1987, no small feat given last year's economy and roller-coaster stock market.

Collectively, the Top 100 Companies in Electronic Communications generated more than $172.5 billion in revenue during 1987, an increase of nearly 14% over the previous year's $151.6 billion, according to BROADCASTING's ninth annual survey. And to help matters along, profit margins increased as well, moving up from an average 6.10% of revenues in 1986, to an average 7.16% in 1987. This 7% slice is from a larger pie as well. Total earnings for the Top 100 amounted to $12.4 billion, up 33% from 1986's $9.3 billion.

BROADCASTING's Top 100 survey uses two separate indicies to rank the industry: annual revenues (pages 30-33), including earnings, profit margins and per-share information for each company,

Fifth Estate firms ranked by ECI

The following firms are listed in descending order according to their revenues from Fifth Estate interests (BROADCASTING's Electronic Communications Index).

ECI rank		ECI revenues	Rev. rank
1	Capital Cities/ABC	$3,433,720,561	7
2	General Electric	3,164,222,500	1
3	CBS	2,706,760,000	15
4	Time Inc.	1,685,167,700	8
5	Tele-Communications	1,225,127,980	23
6	MCA	1,100,072,850	16
7	Gulf + Western	1,018,607,360	6
8	Viacom	1,010,748,000	39
9	General Instrument	763,875,606	35
10	Home Shopping Network	692,187,000	46
11	Lorimar-Telepictures	642,174,466	41
12	Turner Broadcasting	610,795,667	47
13	Westinghouse	600,160,800	3
14	Columbia Pictures Ent.	586,293,850	37
15	Saatchi & Saatchi	542,880,000	33
16	Ogilvy Group	524,341,680	44
17	News Corp. Ltd.	509,262,472	9
18	Tribune	485,348,955	18
19	Varian Assoc.	484,430,100	38
20	Rogers Communications	464,300,000	50
21	Interpublic Group	436,820,500	40
22	Warner Communications	386,985,113	10
23	Sci-Atlanta	371,993,667	49
24	Omnicom Group	365,115,150	42
25	Gannett Co.	356,908,907	13
26	Times Mirror	349,842,923	12
27	New World Entertainment	320,634,004	57
28	Cablevision Systems	299,537,000	66
29	Disney	297,706,450	14
30	Comcast	286,829,375	64
31	Itel Corporation	275,057,600	32
32	King World	257,412,000	67
33	CVN Cos.	253,797,000	68
34	United Cable TV	241,103,000	71
35	Scripps Howard	234,146,000	73
36	Multimedia	224,476,514	55
37	Chris-Craft	216,654,508	70
38	Motorola	201,210,000	5
39	Orion Pictures	199,385,716	54
40	GenCorp	194,928,600	26
41	Media General	193,563,156	45
42	3M	188,580,000	4
43	Selkirk	179,805,000	76
44	Mark IV Industries	175,302,520	56
45	Tektronix	173,607,625	28
46	Washington Post	171,400,486	30
47	Dun & Bradstreet	167,958,200	11
48	Grey Advertising	166,728,600	63
49	A.H. Belo	165,538,073	58
50	LIN	156,208,650	72
51	Century Communications	150,865,000	78
52	Spelling Productions	149,962,000	79
53	Foote Cone & Belding	149,515,416	61
54	TVX Broadcast Group	133,373,000	82
55	Eastman Kodak	133,050,000	2
56	Centel Corp.	130,165,295	27
57	Meredith Corp.	125,060,534	48
58	Jefferson-Pilot	123,461,470	34
59	Zenith	118,150,000	17
60	Reuters Ltd.	114,688,000	25
61	QVC Network	112,302,000	86
62	Knight-Ridder	104,462,459	20
63	Liberty Corp.	104,025,049	59
64	Harris Corp.	100,098,104	19
65	New York Times	99,179,402	24
66	Pulitzer Publishing	97,348,485	60
67	Mairite	97,330,000	88
68	United Television	96,502,000	89
69	Great American Commun.	94,704,392	85
70	McGraw-Hill	89,663,976	22
71	Westwood One	87,214,000	91
72	Telemundo	84,056,000	92
73	Infinity Broadcasting	74,060,000	93
74	Reeves Communications	72,891,000	94
75	Park Communications	72,502,980	80
76	Price Communications	72,262,518	90
77	American Cablesystems	70,199,000	95
78	Maclean Hunter	68,625,000	36
79	Lee Enterprises	63,757,932	69
80	Outlet Communications	63,126,000	96
81	MGM/UA Communications	61,015,809	53
82	TCA Cable TV	60,937,000	97
83	Comsat	56,721,670	62
84	Arvin Industries	54,926,880	29
85	Financial News Network	46,938,649	98
86	American Family	45,024,000	21
87	Jacor Commun.	43,972,000	99
88	Burnup & Sims	43,517,304	74
89	Western Union	40,093,550	43
90	A.M.E. Inc.	39,774,000	100
91	[illegible] Industries	38,100,111	75
92	Cable TV Industries	37,967,000	101
93	Fries Entertainment	37,707,000	102
94	Business Men's Assurance	35,154,637	51
95	Pico Products	34,475,681	103
96	Jones Intercable	33,668,000	105
97	Western Tele-Communications	32,636,171	87
98	Clear Channel	32,461,744	106
99	Barris Industries	30,640,000	107
100	Unitel Video	29,490,000	109
101	Playboy Enterprises	29,480,028	77
102	dick clark productions	28,883,000	110
103	Stauffer Communications	25,917,221	84
104	Cetec	22,623,220	104
105	M/A Com. Inc.	21,865,450	52
106	Falcon Cable Systems	20,333,000	112
107	C Tec Corp.	17,938,154	81
108	Republic Pictures	17,843,582	111
109	Essex Communications	16,439,097	113
110	Cohu	14,930,849	108
111	Satellite Music Network	14,918,984	114
112	Durham Corp.	12,971,381	65
113	Dow Jones & Co.	11,830,987	31
114	Telemation	11,295,183	115
115	Olympic Broadcast	11,005,000	116
116	Michigan Energy Resources	9,427,082	83
117	Sage Broadcasting	9,378,000	117
118	SunGroup Inc.	7,374,983	119
119	All American TV	5,500,000	120
120	TPC Communications	3,970,000	121
121	Nostalgia Network	1,445,396	122
122	Associated Communications	1,221,696	118

and BROADCASTING's Electronic Communications Index of the percentage of revenue contributed by Fifth Estate interests.

To evaluate each Top 100 candidate on an equal footing, revenue figures are used that most closely approximate a company's fiscal results for calendar year 1987.

There was one casualty this year due to this criterion. Sony Corp. changed its fiscal yearend from October to March, and produced a one-time, five-month fiscal period stretching from October 1986 to March 1987. This made any direct comparison between years impossible. Sony reported revenues for the nine months ended Dec. 31, 1987, of $8.7 billion, which would put it in fifth place, just after 3M Corp., which posted $9.4 billion in revenues. (Sony's earnings for the fiscal year were $230.7 million.)

The second measure—the ECI—is the percentage of revenue from sales or services to the radio, TV, cable and satellite industries.

For 1987, the Top 100's ECI revenues came in at a total of $33.47 billion, or about 19.4% of overall revenues. (Based on past reporting of Sony's ECI percentage, the company brought in about $678.6 million dollars, or about 7.8%.)

Changes in the top-ranked companies on the revenue chart reflect the disappearance of several companies from the industry. Allied-Signal ranked second in the 1987 survey. It has since sold its audio-visual segments.Coca-Cola has left the Top 100 list after selling its film and television holdings in a deal that created new Top 100 resident Columbia Pictures Entertainment, the product of a merger between Columbia and Tri-Star Pictures. Anixter Brothers has been removed from the list, due to the purchase of the company by Itel Corp., which ranks 32d.

In the current Top 100 survey there are 43 companies with an ECI of 100%. The remaining 79 clustered around six areas: Twenty companies had an ECI between 50% and 100%; 11 companies between 40% and 50%; 11 between 20% and 30%, 14 between 10% and 20%, and 22 between 1% and 10%.

While General Electric ranks first in total revenues, it is Capital Cities/ABC that wins the topmost position on the ECI chart (see page 34) with $3.43 billion in revenues from the electronic communications industry.

General Electric has an ECI of 7.81% of its $40.52 billion in revenues, for $3.16 billion in ECI dollars.

Third place on the ECI chart goes to CBS, with $2.76 billion, an estimated 98% of its revenues.

The yearly fluctuations in ECI percentage reported by a company are helpful in tracking company changes or diversifications.

As go revenues, so goes the ECI, and while the number-one position on the Top 100 revenue chart has been held by General Electric since 1980, the top slot in terms of ECI dollars has been shared by NBC's former parent company, RCA, and by ABC (now included in Capital Cities/ABC Inc.). (RCA ranked first from 1982 to 1984. ABC took over for 1985 and 1986, while CapCities has owned the slot for the 1987 and 1988 surveys.)

According to the Top 100 chart, there were 10 companies that switched over from recording profits in 1986 to losses in 1987. At the same time, there were also 10 companies that took the reverse tactic, rebounding from 1986 losses to a profitable year. There were 10 companies that reported losses for both 1987 and 1986.

Among the newcomers to the Top 100 survey:

- QVC Network (86) reported net sales for its first full year of business of $112.3 million, which was steadily built during the course of the year, adding about $10 million-$12 million in net sales each quarter.
- Great American Communications—formerly Taft Broadcasting until it was acquired last October for about $1.5 billion—comes on at 88th position with nearly $120 million in revenue.
- Western Tele-Communications comes on the list at 87th, with $101.7 million in revenues.
- Telemundo is 91st with revenue of $84 million.
- Coming in at the 100th position is newcomer A.M.E. Inc., a $39-million postproduction service company.

By Anthony T. Sanders

Programing

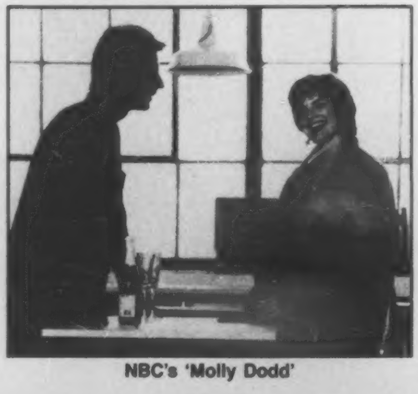
Network plans to beat summer program doldrums

Strike crimps plans for more original summer fare; networks look to specials, new episodes of canceled shows and news division offerings unaffected by strike

Although the writers' strike has scuttled plans by the networks to air fewer reruns than usual this summer, ABC, NBC and CBS will still be able to offer some fresh programing in the form of original episodes of canceled series, specials and documentaries, the last the domain of news writers, who are not affected by the strike.

CBS will launch two new series during the summer, *Blue Skies* and *First Impression*. On Monday, June 13, at 8-9 p.m., the network premieres *Blue Skies*, a CBS in-house production starring Tom Wopat and Season Hubley. The one-hour drama follows a newly married couple and their three children from previous marriages. CBS has eight episodes ready for airing. *First Impression*, which has not been given a launch date, deals with stand-up comedians. The network also has original episodes of *My Sister Sam*, and 13 episodes of *The Cavanaughs*. During the summer months, CBS will be airing original episodes of *60 Minutes*, *West 57th* and *48 Hours*. On Thursday, June 23, the network preempts *48 Hours* to present a special from CBS News, *Try To Remember*. Hosted by Charles Kuralt. the hour-long documentary takes a look back at events from the week of August 10-17, 1969, and how those events changed people's lives.

ABC will anchor its summer programing with a number of concert specials and a Fourth of July extravaganza. On June 3, at 9-10 p.m., ABC will air a David Bowie concert from the recent Glass Spider tour. On June 15, from 9:30-11 p.m., the network presents *A Matter of Trust*, taped footage of Billy Joel's concert tour in the Soviet Union. On June 26, ABC airs two hours (9-11 p.m.) of Atlantic Record's 40th anniversary party, which took place on Saturday, May 14. The event brought numerous musical talents together, including a reunion of Led Zeppelin. On July 4, ABC will air a two-hour special commemorating the United States' 212th anniversary. For the summer, the network will air movies on Thursday nights.


NBC's 'Molly Dodd'

NBC will offer seven original episodes of *The Days and Nights of Molly Dodd* during the summer, a final test for the Jay Tarses production which was not given a fall commitment, but could come back for mid-season 1988-89 if it performs well from June to August. The network will also launch George Schlatter's *Funny People*, a comedy/variety show. (The show premieres on July 27; George Schlatter Productions has a commitment from the network for six episodes.) NBC will also bring back episodes of *Sara*, a sitcom that failed in 1985 but stands to perform better the second

THE CABLE NETWORK PROGRAMING UNIVERSE

BASIC SERVICES

Network Subscribers Ownership	***ESPN*** 47,000,000 Capcities/ABC (80%), RJR Nabisco (20%)	***CNN*** 45,750,000 Turner Broadcasting (Ted Turner 67.7%, TCI 7%, Time Inc. [ATC] 5%)[1]	***WTBS*** 44,708,000 Turner Broadcasting (Ted Turner 67.7%, TCI 7%, Time Inc. [ATC] 5%)[1]	***USA Network*** 44,400,000 MCA (50%), Paramount (50%)	***Nashville Net.*** 40,400,000 Gaylord Broadcasting
MTV 40,300,000 MTV Networks Inc. (Viacom)	***CBN*** 40,047,200 Christian Broadcasting Network	***Nickelodeon*** 39,000,000 MTV Networks Inc. (Viacom)	***Lifetime*** 39,000,000 Capcities/ABC (33%), Viacom (33%), Hearst (33%)	***C-SPAN*** 37,750,000 Cable operator supported	***Nick at Nite*** 34,600,000 MTV Networks Inc. (Viacom)
Weather Ch. 34,300,000 Landmark Communications	***Headline News*** 31,320,000 Turner Broadcasting (Ted Turner 67.7%, TCI 7%, Time Inc. [ATC] 5%)[1]	***Discovery Ch.*** 31,200,000 TCI[2] (28%), Cox Cable (14%), Group W (14%), Newhouse (14%), management, New York Life Co., Allen & Co. (30%)	***FNN*** 30,000,000 Infotech (43%)	***A&E*** 30,000,000 Capcities/ABC (33%), NBC (33%), Hearst (33%)	***VH-1*** 25,700,000 MTV Networks Inc. (Viacom)
WGN-TV[3] 24,653,463 Tribune Broadcasting	***Score*** 19,800,000 Infotech (43%)	***CVN***[4] 19,000,000 CVN Cos. (TCI [15%], ATC [5%], Warner Comm. [5%])	***BET*** 18,500,000 Bob Johnson (51%), TCI[5] (33%), HBO (16%)	***HSN I*** 15,088,786 Home Shopping Networks Inc.	***C-SPAN II*** 14,650,000 Cable operator supported
WWOR-TV 12,197,185 MCA	***Learning Ch.*** 12,000,000 Appalachian Community Service Network (40%), FNN (32%) Infotech (8%), officers and employes (20%) (when stock options are exercised by April 30, 1989)	***QVC Network*** 11,800,000 QVC Network (65%), Comcast (14%), cable operators (21%)	***Telshop*** 11,000,000 Infotech (43%)	***Fashion Ch.*** 10,500,000 Charlie Gee (32%), 65 cable operators (25%), TCI[2] (18%)	***Silent Network*** 10,300,000 Silent Network Inc.
Inspirational Network 10,000,000 PTL Club (pending bankruptcy proceedings)	***WPIX(TV)***[3] 9,678,474 Tribune Broadcasting	***Eternal Word TV*** 9,200,000 Eternal Word Television	***Travel Channel*** 8,800,000 TWA Airlines (89%), cable operators (11%)	***Trinity*** 8,500,000 Trinity Broadcasting Network	***Tempo TV*** 8,000,000 NBC (pending owner)

Country Music Network 7,500,000 Jim Guercio (principal owner)	***Acts*** 6,459,689 Friends of Acts (pending owner)	***HSN II*** 5,350,933 Home Shopping Networks Inc.	***Movietime*** 5,000,000 HBO, Warner Cable, Warner Comm., ATC, Cox Cable, United Cable, Newhouse (10.625% each), Mabon, Nugent & Co., and SRK Management (15%)	***KTLA(TV)***[3] 4,929,355 Tribune Broadcasting	***Shop TV*** 3,600,000 JC Penney (63%), STN Ltd. (37%)
KTVT(TV)[3] 3,588,270 Gaylord Broadcasting	***Nostalgia*** 3,300,000 Nostalgia Network (Cooke Cablevision [8%])	***Mind Extension University*** 1,400,000 Jones International (parent of Jones Intercable)	***Family TV Net.*** 1,100,000 FamilyNet	***America's Shopping Ch.*** 1,000,000 America's Shopping Channel (private individuals 70%, Cox Cable 30%)	***Galavision*** 1,000,000 Univisa

PAY SERVICES

HBO 15,900,000 Time Inc.	***Am. Movie Classics*** 11,000,000 Rainbow Program Enterprises (Cablevision Systems) 50%, TCI 50%	***Showtime*** 6,000,000 Viacom	***Cinemax*** 5,100,000 Time Inc.	***Disney*** 3,810,000 Walt Disney Co.	***Movie Channel*** 2,500,000 Viacom
Bravo 1,000,000 RPE (Cablevision Systems)	***Playboy*** 490,000 Playboy Enterprises	***Festival*** 30,000 Time Inc.			

PAY-PER-VIEW SERVICES

Viewer's Choice I and II 3,500,000 Viacom	***Request TV*** 2,800,000 Reiss Media Enterprises	***Home Premiere Television*** 1,200,000 ATC, Cox, TeleCable, Continental, Newhouse 20% each	***Cable Video Store*** 170,000 General Instrument	***Zap Movies*** 60,000 Telstar	(PPV figures are addressable home count)

[1] Reflects the combined voting power of shareholders after the proposed merger of United Artists and United Cable, both of which will be principally owned by TCI.

[2] TCI percentage includes United Cable investment.

[3] United Video superstation figures for WGN-TV Chicago, WPIX(TV) New York, KTLA(TV) Los Angeles and KTVT(TV) Fort Worth, Tex., include local DMA cable households, plus figures for TVRO and SMATV nationwide.

[4] CVN—Several other cable operators have smaller ownership stakes, including Adam Corp., Cablevision, Colony, Continental, Cooke, Daniels & Associates, Newhouse, Rogers, Sammons, Times Mirror, Viacom and Warner.

[5] TCI percentage includes Taft investment.

Sluggish sales for network radio's second quarter

Some executives see reflection of overall broadcast advertising economy, with traditional radio advertisers spending less on medium

It was once network radio's potentially biggest period for revenue growth. But business for the second quarter has apparently hit a roadblock. Network officials last week characterized sales as "lackluster" with total ad dollars for the quarter expected to show little or no gain over 1987's second-quarter finish of $96,541,000. In fact, just-released billing figures for April, according to the Radio Network Association, which receives monthly data from the accounting firm of Ernst & Whinney, show network sales off by 1.5% from April 1987 to $29,522,000.

The general sales forecast for May and June is flat to slightly up compared to the same period a year ago. So far for the year, January through April, network radio expenditures were down by 0.9%.

There appears to be no clear-cut explanations for the slowdown. Network executives do not directly link the sluggish sales pace to the absence of any one major account or product category. Rather, they view the trend as a general reflection of today's overall broadcast advertising economy with traditional radio advertisers spending less on the medium as a whole. At least one executive sees network radio advertising budgets becoming more closely tied to year-round television buying habits.

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If there is any immediate hint of a silver lining for the networks, it could very well be the third quarter. Business is projected to be up several percentage points, especially for youth-oriented programing. However, some officials are cautioning that the continuing Writers Guild strike against television could stymie radio network buying patterns because it may cause uncertainty in the soon-to-break network television upfront season, a priority for many major advertisers.

"The second quarter is just about wrapped up [in sales bookings] and the industry will probably not see more than a slight percentage gain," said Steve Youlios, vice president of sales for the CBS Radio Networks. "However, what is beginning to heat up is the youth market for the third quarter, especially for July and August," Youlios said.

What about adult-oriented, third-quarter network business? "At this point, the adult [demographic] side could continue to be flat," Youlios said. The CBS executive is predicting third-quarter sales for the industry to finish 3% to 5% ahead.

Major network radio advertisers are aligning their budgets with their television spending, according to Lou Severine, vice president of sales for the ABC Radio Networks, the largest network radio company (in terms of annual billings), which also handles the advertising sales efforts for the Satellite Music Network.

"Our scatter sales are now falling mostly in the fourth and first quarters because advertisers are trying to coincide their network radio buys more with their network television [scatter] schedules," Severine said. "Network radio is their backup frequency buy," he said. "We are not getting the second-quarter and third-quarter explosion of dollars that we once did years ago," said Severine, saying that the second quarter will likely not witness any sales growth.

However, Severine was quick to add that, as of last week, third-quarter business is "looking stronger" than anticipated. "Although ABC is about flat for second quarter, our sales are running about 7% ahead for the third quarter," he said. "But it's not the type of summertime-only accounts we have seen in the past such as sun tan lotions and acne products," Severine said. "They are different product lines."

Youlios concurred: "Although there has been some attrition of traditional summer advertisers, they have been replaced by other product categories and specific advertisers."

Neither Severine nor Youlios specified actual brand names. However, Youlios said that a large amount of third-quarter network business will stem from three categories—candy, soft drinks/beverages and Hollywood movie studios.

ABC's Severine also noted that many advertisers are now spreading their annual ad budgets equally throughout 52 weeks. "Fifty percent of ABC's buys are for 52 weeks," Severine said.

"More advertisers in outer regions are becoming aware of network radio than in the past," observed Radio Network Association president Peter Moore. (Nick Verbitsky, president of the United Stations Radio Networks, which also oversees advertising time sales for the Transtar Radio Networks, serves as the 1988 RNA chairman.)

Those "outer" regions include markets that fall under the network regional sales centers of Detroit, which was up 57% in network sales placement for January through April to $8,426,000 (in April alone, Detroit was up 185%); and Chicago, network radio's largest regional center next to New York, was up 9% to $29.9 million.

According to Moore, there is "extensive placement" of Dodge and Buick campaigns going through Detroit. (Much of the automotive advertising business is now placed through agencies in New York.) And, said Moore, there have been some new Detroit accounts added to the 1988 client roster such as Red Roof Inns, a motel chain. Red Roof launched its "first extensive network radio campaign" in April, Moore said. Out of Chicago, Moore named the burgeoning Motel 6 chain as one of the "strong" network accounts this year.

Looking at year-to-date (January through April) sales performance for network radio's other two sales centers, New York was off 7.6% to $65,378,000 and Los Angeles was down 15.7% to $6,407,000.

"The biggest drop-off in accounts appears to be in the import car market," said Moore, noting that Nissan, placed out of Los Angeles, and Subaru, placed out of New [illegible] were network radio advertisers last year, but have, thus far, not committed to the medium this year.

The outlook isn't all gloom for the import arena, however. Moore said Volkswagen will launch its "first ever" network campaign this July. □

1988 year-to-date network radio spending

Month	1987	1988	Monthly % of change	YTD % of change
January	$25,250,000	$28,056,000	+11.1	—
February	$25,304,000	$25,284,000	-0.1%	+5.5
March	$30,589,000	$27,264,000	-10.8	-0.7
April	$29,980,000	$29,522,000	-1.5	-0.9%

NOTE: Network sales figures for 1988 are collected each month from different network companies by the accounting firm of Ernst & Whinney. As in past Olympics years, figures do not include network radio advertising dollars spent on coverage of the 1988 winter Olympics. ABC Radio had exclusive rights to the games.

Public radio's dilemma: what to do about the 80% who ignore it now

Audiences and programs: the who, how and what of public radio's future debated at annual meeting

Preliminary reports on a one-year study, "Audience '88," provided the axis of most of the activities during this year's Public Radio Conference, held May 18-22 in St. Louis. With the unbundling of National Public Radio programing a fait accompli (BROADCASTING, Dec. 14, 1987), attendees focused discussion on questions of audience and programing, leaving most of the divisive issues of past PRC's at least temporarily on hold.

The majority of noncommercial radio listeners, Audience '88 showed, hold college degrees and professional or managerial positions, live in $30,000-or-above-per-year-income households, highly value information and have "inner-directed, societally conscious" personalities. The study, funded by the Corporation for Public Broadcasting, also said that more than 80% of the U.S. population does not tune in to public radio. Co-conductors of the database "gold mine" study, Audience Research Analysis, Liebold & Associates and Thomas & Clifford, said "going after" nonlisteners "would require significantly different programing" and the need to "revisit [public radio's] mission itself."

"Twenty percent of beer drinkers drink 80% of the beer," said Audience Research President David Giovannoni, attempting to make clear his view that public radio need not please everyone to succeed. Even though most attendees appeared to agree that attempts to gain substantial portions of the unreached 80% of listeners would prove troublesome—if not impossible—virtually all parties agreed that noncommercial stations, in the words of National Federation of Community Broadcasters President Lynn Chadwick, "have to better serve more people."

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To expand the audience, Giovannoni and company suggested there is "ample opportunity to extend the amount of time that light fringe" listeners devote to public radio, which would require development of new programs that broaden but maintain public radio's appeal.

The how: 'license to diversity'

Discussions of how to serve more of which type listeners generated a variety of suggestions.

Chadwick noted that one in five Americans do not even receive a public radio signal. Also, she said, many stations continue to operate without CPB money and cannot improve their services because of CPB qualification requirements that include a minimum of five, full-time staff members, 18 hours a day on the air and $150,000 cash. Some of those unqualified stations, she said, have operated as noncommercial, community stations for as many as 10 years but are locked out of the system financially. Up to 1,000 existing noncommercial stations, she said, lack the downlinks necessary for satellite interconnection with national programers. Lowering CPB qualifications would bring national programing to much of the 20% of the markets not reached, she said, but there is a "strong disincentive" among already qualified stations to spread CPB's limited community service grant (CSG) money among a larger [illegible]tions.

As a beginning alternative, Chadwick proposed to a May 19 general session—titled "Making Good on the Promise"—that each of the 301 stations receiving an annual CSG donate $1,000 to a fund to purchase satellite downlinks for stations not currently interconnected. "We need several stations in each market," said Chadwick, "because radio works on target audiences. Going after that 80% [currently not listening] can be accomplished by smaller stations, each with its own target audience."

More narrowly targeting segments of NPR's current "core," "fringe" and "light fringe" audiences—which the study purports to identify—emerged as the most talked about theoretical method of serving more listeners "better."

Calling the May 17 adoption [illegible] and goals resolutions by the CPB [illegible] opening volley" in a strategy to [illegible] gram production and acquisition [illegible] priority in public broadcasting (BROADCASTING, May 23), CPB President [illegible] Ledwig told the general session [illegible] 10 years, public radio will move [illegible] one typical kind of programing and, [illegible] few exceptions...will increasingly specialize, particularly in markets with multiple, competing stations."

And NPR President Doug Bennet, who the week before the conference [illegible] Audience '88 "a license to diversity" (BROADCASTING, May 16), said that public radio listeners "are not primarily classical music listeners or jazz listeners...waiting

First-quarter television network revenue 1988 versus 1987

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
First quarter '87	$3,978	$0	$0	$0	$927	$0	$4,905
First quarter '88	4,188	0	0	0	1,706	0	5,894
% increase (decrease)	5.28	0	0	0	84.03	0	20.16
All oth[illegible] revenue from time sales*							
F[illegible]r '87	964,027	71,669	276,866	24,978	342,815	174,222	1,874,577*
F[illegible] quarter '88	936,716	84,056	299,378	22,900	669,762	197,133	2,209,945*
% increase (decrease)	(2.83)	17.28	0.85	(8.32)	95.37	13.15	17.89
Total gross revenue from time sales							
First quarter '87	968,005	71,669	296,866	24,978	343,742	174,222	1,879,482
First quarter '88	940,904	84,056	299,378	22,900	671,468	197,133	2,215,839
% increase (decrease)	(2.80)	17.28	0.85	(8.32)	95.34	13.15	17.90
Less advertising agency commissions							
First quarter '87	144,740	10,551	44,265	3,590	51,448	26,271	280,865
First quarter '88	140,881	12,588	44,485	3,401	100,099	29,448	330,902
% increase (decrease)	(2.67)	19.31	0.50	(5.26)	94.56	12.09	17.82
Total net revenue from time sales							
First quarter '87	823,265	61,118	252,601	21,388	292,294	147,951	1,598,617
First quarter '88	800,023	71,468	254,893	19,499	571,369	167,685	1,884,937**
% increase (decrease)	(2.82)	16.93	0.91	(8.83)	95.48	13.34	17.91

*Includes $11,025,000 in color insertion revenue reported by three networks for 1987 first quarter and $20,053,000 for 1988 first quarter.

**Includes political parties/candidates revenue of $458,000.

In the first quarter of 1988, revenue for the three television networks was up more than 17%, to $1,884,937,000, according to unaudited reports submitted by ABC, CBS and NBC to Arthur Young & Co.

The Television Bureau of Advertising, which reported a similar increase in its estimate of three-network revenue, said that only two of the networks showed gains. TVB estimated that ABC had a 62% first-quarter increase, much of that representing Olympics and Super Bowl advertising. TVB said that NBC had a 7% gain, while CBS reported a 7% revenue decline.

The impact of special events and other programing changes affected the gains and declines reported in various dayparts. Not surprisingly, sports revenue, net of advertising commissions, jumped 95%, to $571.4 million. News also gained 13% to $167.7 million, reflecting both good advertising demand for that daypart and the inclusion in the first quarter of *West 57th* and *48 Hours*, plus various ABC News specials. Also showing good increases were late night, up 17% to $71.5 million.

The inventory gains of news and sports came largely from prime time, which registered a 3% decline. One network executive speculated that absent the inventory changes, three-network prime time revenue would have been flat, or up just slightly. Daytime revenue was up 1%, while children's revenue declined 9%, indicating perhaps the loss of revenue caused by lower peoplemeter ratings and resulting makegoods to advertisers.

First-quarter national—regional spot TV advertising was up 10%, to $1.5 billion, estimated TVB, while local TV advertising increased 7% to the same amount.

Syndication revenues jumped 21%, said TVB, to $167.3 million.

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BROADCASTING/CABLE INTERFACE II ☐ John Dingell warns cable it is in tenuous position, but safe for now; tells broadcasters it is fairness doctrine or nothing in House—**PAGE 28.** FCC Chairman Dennis Patrick says comparative renewal process "cries out for reform"—**PAGE 28.** NBC President Robert Wright calls for modification or scrapping of finsyn rules—**PAGE 29.** FCC Commissioner James Quello supports must carry; Sikes says FCC should set HDTV transmission standard—**PAGE 30.** Panel of broadcasters and cable operators offers hope for progress between two industries—**PAGE 31.** Industry trade association executives discuss issues dividing them—**PAGE 32.** TV technology experts tackle HDTV and beyond—**PAGE 33.** Lawyers make their cases for and against such issues as fairness doctrine, must carry and comparative renewal—**PAGE 33.** Tom Tauke criticizes broadcasters for cutting deal on children's TV bill—**PAGE 34.**

TIME FOR CHANGE ☐ Time Inc. announces high-ranking executive changes at ATC and HBO and move of ATC from Denver to New York area. One company official who has decided not to follow: ATC chairman and chief executive officer, Trygve Myhren. **PAGE 38.**

CBS SPLIT ☐ In effort to build stronger affiliate relations and marketing of network product, CBS separates those two areas. Anthony Malara becomes president of former and Thomas Leahy named president of marketing division. **PAGE 40.**

IN SEARCH OF EXCELLENCE ☐ This year's BPME/BDA seminar convenes in Los Angeles under banner: "Marketing and Design Excellence in a New Age of Broadcasting." **PAGE 44.**

CLOSING THE WINDOW ☐ Hoping to draw attention to video signal piracy, Warner Bros. Pictures "temporarily" withdraws from home dish pay-per-view distribution market. **PAGE 46.**

FRONT OFFICE ☐ As CTAM readies for its annual conference next month, President Margaret Durborow explains why association must "be out front" in bringing issues to attention of operators. **PAGE 48.**

AT THE CROSSROADS ☐ American Women in Radio and Television members face tough issues at group's annual convention in Pittsburgh this week. **PAGE 50.**

GETTING THE GOLD ☐ Rerun rights of NBC sitcom, *Golden Girls*, sold in New York, Philadelphia and San Francisco, are expected to bring syndicator Buena Vista about $45 million or more. **PAGE 57.**

BLUE CHIP ANALYST ☐ For top Merrill Lynch entertainment analyst, Hal Vogel, worrying about upsides and downsides of companies is all in day's work. **PAGE 87.**

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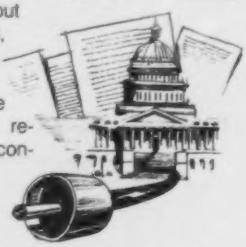
Cable Regulation

■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters, concerned that cable industry has become too big too fast, have been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes.

In speech last week, House Commerce Committee Chairman John Dingell (D-Mich.) warned cable industry to be on its best behavior or Congress may feel need to reevaluate regulatory environment (see "Top of the Week"). Dingell said members are hearing complaints about rate increases, channel shifting and poor customer service; he urged cable to respond to those concerns.



House Telecommunications Subcommittee cable oversight hearing May 11 (third hearing is expected in July) served as forum for discussion of cable's growing market power (BROADCASTING, May 16). Other than criticism from Hollywood and broadcaster witnesses, lawmakers seemed unpersuaded by arguments calling for reregulation. Cable industry has been under increased congressional scrutiny. At first hearing in March, Subcommittee Chairman Ed Markey (D-Mass.) announced he was asking Government Accounting Office to study cable rate increases.

Allegations that cable industry has been anticompetitive were subject of March hearing by Senator Howard Metzenbaum (D-Ohio), chairman of Senate Antitrust Subcommittee. Metzenbaum warned industry that unless situation changes he may offer legislation to curb what he sees as cable's growing anticompetitive behavior. Metzenbaum staffer said Senator would survey cable competitors to gain input before taking next move (BROADCASTING, May 2).

Cable and Hollywood executives are holding meetings to try to resolve differences, but whether talks will bear fruit is uncertain, according to latest reports (BROADCASTING, May 16).

FCC has adopted new rules that more narrowly define those television markets where, in accordance with Cable Act, rates of cable systems cannot be regulated because systems are subject to effective competition. FCC opened rulemaking in response to U.S. Court of Appeals, which upheld FCC's basic ruling that effective competition exists where three broadcast signals are available. But it said that definition of available was too broad.

Parameters of local cable regulation are also being reset outside Washington. Two federal judges in northern district of California, in decisions issued in September 1987, ruled cities' cable franchise provisions requiring cable operators to provide access channels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's**	**TOTAL ***
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

Children's Television

■ House Commerce Committee last month adopted—39 to 3—children's television bill that may go to House floor for vote this week. Bill is product of negotiations between Subcommittee Chairman Ed Markey and National Association of Broadcasters and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials. NAB says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

Comparative Renewal

With syndicated exclusivity behind it (see below), FCC is reportedly preparing to tackle reform of much maligned comparative renewal process. It is looking to clean up what are widely seen as abuses of process and to rewrite some of the comparative criteria. FCC Chairman Dennis Patrick has called for changes to curb use of process to force broadcasters into lucrative settlements and establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Stay Tuned

In production at **NBC** for telecast during the 1988-89 season are *Glitz* and *Bloody Friday* (working title). The latter, a Telecom Entertainment production, recounts events in Miami preceding a shoot-out with the FBI. Criminals Bill Matix and Mike Platt (played, respectively, by Michael Gross of NBC's *Family Ties* and David Soul, formerly of *Starsky and Hutch*) terrorize Miami, looting and killing indiscriminately. Dick Lowry directs, David Kappes produces and Michael Lepiner and Kenneth Kaufman are executive producers.

Milton T. Raynor is the executive producer. An affair with a call girl and her unexpected murder lead detective Vincent Mora to chase her killer, not realizing that the same killer is pursuing him, in *Glitz*, now in production. Emmy nominee Jimmy Smits of *L.A. Law* stars in the Robert Cooper Films Inc. production, directed by Sandor Stern. Steve McGlothen is the producer, with executive producers Gary Adelson, Robert Cooper and David Ginsberg.

Also in production is *Leave Her to Heaven*, a drama about a woman who will stop at nothing to possess the man she loves. Emmy award winner, Loni Anderson (*WKRP in Cincinnati*), stars as Ellen Berent who breaks off a marriage and pursues Richard Harland (Patrick Duffy of *Dallas*). Christian I. Nyby directs, John Newland produces.

□

Focusing on a week of news events in the summer of 1969 is *Try To Remember*, anchored by Charles Kuralt, which will air on **CBS** Thursday, June 23, at 8-9 pm. Among the events covered are the Woodstock rock festival; a seizure of political power by blacks in Greene County, Alabama; Hurricane Camille; the return of the Apollo XI astronauts from the moon, and the British army entering Northern Ireland. Kuralt looks at the impact these events have had in subsequent years. Robert Northshield is the executive producer.

Leap of Faith, currently in production in Los Angeles for CBS, will star Anne Archer (Academy Award nominee for "Fatal Attraction") and Sam Neil. It is the story of attempts by a woman with a potentially fatal disease to cure it by spiritual means. It is a Hart, Thomas & Berlin production. Ira Marvin is producing, and Stephen Gyllenhaal is directing. Executive producers are Marlo Thomas, Carole Hart and Kathie Berlin.

Conflicts between white farmers and Indians over Minnesota land ensue as Guy Pehrsson, a California businessman, returns to his family's farm in *Red Earth, White Earth*, a TV drama now in production by Chris Rose Productions and Viacom International. Two-time Emmy Award winner, David Greene, will direct.

Under the working title *The Great Diamond Robbery*, a motion picture for television, is starting production this month in Los Angeles. Howard Hesseman, Brooke Shields, Ed Marinaro and Twiggy star. Hesseman and Marinaro are cast as New York City detectives investigating the disappearance of $12 million in jewels. Shields is a suspect, and Twiggy plays a Scotland Yard detective. The work is to be directed by Don Taylor; Jay Bernstein is the executive producer for Jay Bernstein Productions in association with Columbia Pictures Television.

□

We Are Family, which airs Tuesday, June 21, at 10 p.m. on **Public Broadcasting Service** stations, examines gay parenting through the portrayal of three families—a foster family, a biological family and an adoptive family. The piece raises the issues of the mental and emotional health of children raised in such families as compared with heterosexual families. *We Are Family* was produced by noncommercial WGBH-TV Boston and Aimee Sands Productions. Aimee Sands is the producer and writer of the program.

Dear Comrades: A 'Channel 3, Moscow' Special, which airs Wednesday, June 22, at 8:30 p.m. to 9:30 p.m. (NYT), offers a Soviet perspective on the American presidential campaign. Soviet reporter Vladimir Dounaev went to Iowa in February for the caucuses. *Dear Comrades* is produced by noncommercial KTCA-TV St. Paul. The executive producer is Bill Hanley.

Cliff Robertson plays 10 of the 55 men who struggled to create the Constitution of the United States in *Ghosts of '87*, a noncommercial WHYY-TV Philadelphia production airing on Sunday June 26, at 10 p.m. A one-man performance taped before a live audience at Independence Hall in Philadelphia, *Ghosts* was produced, directed and written by Emmy award winner Jim Krayer. Also airing Sunday June 26 at 8-9 p.m. is the premiere program of *National Audubon Society Specials*' new season. *Grizzly & Man: Uneasy Truce*, narrated by actor Robert Redford, traces the North American grizzly bear from encounters with the American settlers to its present threat of extinction. Two years in the making, *Grizzly* is a co-production of the National Audubon Society, Turner Broadcasting System and noncommercial WETA-TV Washington.

The *Summer Night Music* series, premiering Saturday, July 2, from 9 p.m. to 10:30 p.m., brings to noncommercial TV six musical performance documentaries—portraits of Ruben Blades, Al Green, Sonny Rollins, Gil Scott-Heron and the bands of Jamaica and Hawaii. The series of films was produced and directed by Robert Mugge for Britain's Channel 4 television. The series is presented by noncommercial WKNO-TV Memphis.

Airing Sunday, July 3 from 10 p.m. to 11 p.m., *Dreams Along the Little Big Horn* explores the meaning of the battle of the Little Big Horn. Interviews with Indians who descended from warriors of the battle are included in the program. Shot on location at the Custer Battlefield, nearby Indian reservations and the Buffalo Bill Historical Center, *Dreams* was produced by noncommercial KUED(TV) Salt Lake City. The executive producer is Allyson Beecher Smith. The producer-director-writer is James Nelson. Funding for the piece was provided by the Herbert I. and Elsa B. Michael Foundation.

□

The *South Bank* series on **Bravo** profiles writers Gore Vidal, Toni Morrison, Saul Bellow and Paul Bowles. Included are segments with Gore Vidal discussing his ambition to be U.S. President and an interview with the 77-year-old Bowles in the settings of his novels—Tangiers, Fez, and the Sahara.

Producers' boxscore

For the second season in a row, Lorimar will reign as the top producer of prime time programing for ABC-TV, CBS-TV and NBC-TV. The three commercial broadcast networks will return seven Lorimar shows and premiere two others, down a half-hour from fall 1987. Lorimar's casualties from last season are *Our House*, *Aaron's Way*, *The Slap Maxwell Story* and *Max Headroom*. Two producers that made significant headway this fall were MGM/UA with an additional two-and-a-half hours for 1988-89 and GTG Entertainment, founded by Grant Tinker, which will have two hours of its product on the air this season. This is the first season that the Tinker/Gannett collaboration has sold programing to the networks.

	Fall '88 hours	*Fall '87 hours*	*Change*
Lorimar	7.0	7.5	-0.5
Universal	6.5	7.0	-0.5
Warner Bros.	3.5	4.0	-0.5
New World	3.5	4.5	-1.0
MGM/UA	3.5	1.0	+2.5
Paramount	3.0	2.0	+1.0
Stephen J. Cannell	3.0	3.0	NC
CBS News	3.0	2.0	+1.0
Columbia	2.5	4.0	-1.5
Disney/Touchstone	2.0	2.5	-0.5
20th Century Fox	2.0	2.5	-0.5
MTM	2.0	1.5	+0.5
GTG Entertainment	2.0	0.0	+2.0
Aaron Spelling	2.0	2.0	NC
ABC Sports	2.0	2.0	NC
Carsey-Werner	1.5	1.0	+0.5
Cosgrove-Meurer Prods.	1.0	0.0	+1.0
Viacom	1.0	2.5	-1.5
ABC Circle Films	1.0	1.0	NC
Alan Landsburg Prods.	1.0	0.0	+1.0
ABC News	1.0	1.0	NC
Witt-Thomas	1.0	1.0	NC
Carson Prods.	0.5	0.5	NC
Vestron	0.5	0.0	+0.5
Tri-Star Television	0.0	1.5	-1.5
Reeves Entertainment	0.0	1.0	-1.0
Michael Landon Prods.	0.0	1.0	-1.0
Orion	0.0	1.0	-1.0
Sandollar Prods.	0.0	1.0	-1.0

Race of the week: NBC wins, CBS places

Nielsen		Net			AGB
1.	20.6/36	N	Cheers	2.	19.7/35
2.	19.7/36	N	Different World	4.	18.5/35
3.	18.9/37	N	Cosby Show	3.	19.5/38
4.	18.6/32	N	Night Court	5.	17.8/31
5.	17.6/27	A	ABC Monday Movie	6.	17.2/27
6.	17.4/31	N	L.A. Law	14.	14.7/27
7.	17.0/29	N	St. Elsewhere	10.	15.7/27
8.	16.7/36	N	Golden Girls	1.	19.9/42
9.	15.6/24	C	Miss Universe Pageant	9.	16.1/25
10.	15.5/27	A	Who's the Boss? Special	12.	14.9/24
11.	15.4/26	N	NBC Tuesday Movie	7.	17.1/29
12.	15.1/28	A	Who's the Boss?	20.	13.8/24
13.	15.1/27	N	ALF	15.	14.5/26
14.	14.9/31	N	Amen	8.	16.5/34
15.	14.2/28	C	CBS Sunday Movie	11.	15.0/29
16.	13.8/26	A	Growing Pains	16.	14.5/26
17.	13.8/30	C	Murder, She Wrote	17.	14.4/31
18.	13.8/23	N	Valerie's Family	23.	13.3/22
19.	13.7/24	A	Head of the Class	18.	14.4/25
20.	13.7/29	N	Hunter	19.	14.2/30
21.	13.6/24	N	Matlock	13.	14.9/25
22.	13.5/33	C	60 Minutes	22.	13.3/33
23.	13.1/22	C	CBS Tuesday Movie	24.	13.2/22
24.	12.8/22	A	Hooperman	25.	12.7/22
25.	12.8/20	N	NBC Monday Movie	27.	12.3/19
26.	12.5/21	A	Royal Gala Special	26.	12.4/21
27.	12.5/21	C	Jake and the Fatman	33.	11.2/19
28.	12.5/22	N	Aaron's Way	29.	11.9/21
29.	11.9/19	N	Cheers Special	32.	11.2/18
30.	11.9/23	N	Miami Vice	31.	11.3/22
31.	11.5/20	A	MacGyver	34.	10.9/19
32.	11.4/27	N	227	21.	13.4/31
33.	11.2/19	C	Designing Women	30.	11.8/20
34.	10.8/19	C	Kate and Allie	28.	11.9/21
35.	10.5/18	C	Equalizer	38.	10.3/17
36.	10.4/17	A	Moonlighting	41.	10.0/16
37.	10.1/20	N	NBC Sunday Movie	35.	10.4/20
38.	10.0/25	N	Facts of Life	37.	10.4/25
39.	9.9/20	A	Mr. Belvedere	42.	10.0/20
40.	9.9/19	A	20/20	39.	10.3/20
41.	9.8/17	C	It's Magic, Charlie Brown	40.	10.0/16
42.	9.6/17	C	Smothers Brothers	43.	9.9/17
43.	9.6/19	C	Irving Berlin's 100th	36.	10.4/20
44.	9.6/17	C	CBS Special Movie, Thurs.	46.	9.3/17
45.	9.6/16	N	Days, Nights of M. Dodd	45.	9.7/16
46.	9.3/16	A	Thirtysomething	56.	7.4/13
47.	9.2/19	A	Full House	47.	9.1/19
48.	9.2/17	C	Bugs Bunny Mystery	44.	9.8/17
49.	8.8/17	A	I Married Dora	50.	8.7/17
50.	8.7/19	A	Spenser: For Hire	59.	7.0/15
51.	8.7/16	C	48 Hours	55.	7.4/14
52.	8.6/17	A	ABC Sunday Movie	48.	9.0/18
53.	8.6/20	A	Perfect Strangers	51.	8.6/20
54.	8.5/17	N	Sonny Spoon Detective	54.	7.6/15
55.	7.7/17	N	Day by Day	53.	7.9/17
56.	7.7/17	N	Family Ties	49.	8.8/20
57.	7.4/16	C	Beauty and the Beast	60.	6.9/15
58.	7.3/16	N	Best of TV Bloopers	52.	8.5/19
59.	7.2/17	A	Disney Sunday Movie	62.	6.0/14
60.	7.0/15	C	West 57th	57.	7.4/15
61.	6.9/15	C	Tour of Duty	61.	6.1/13
62.	6.2/13	A	Ohara	67.	4.6/10
63.	6.0/10	A	Hotel	63.	5.9/10
64.	6.0/15	C	High Mountain Rangers	65.	5.2/12
65.	5.3/10	A	Probe	66.	5.2/10
66.	5.3/13	N	Our House	58.	7.3/18
67.	5.0/12	A	Juarez *	68.	4.0/9
68.	4.7/8	A	Omnibus	64.	5.4/10

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Cablecastings

View from 'Vremya'

The Discovery Channel aired substantial portions of the Soviet nightly newscast, *Vremya*, last week, providing American viewers with what Soviet citizens were told about the Reagan-Gorbachev summit.

Except for a few minor glitches, the carriage of *Vremya* went well, according to Discovery officials. "I'm very pleased," said the producer, Tim Cowling, last week after the first three days of ***As They See It: The Soviet Nightly News***, which was seen on Discovery from 9 p.m. to 10 p.m. last Sunday through Thursday (May 29-June 2).

Discovery had to make minor adjustments to receive the satellite feed from Moscow in the U.S. Because of conversion difficulties from SECAM (the television standard in the Soviet Union) to the U.S. NTSC standard, Discovery had to send the *Vremya* signal through England. Brightstar Communications in London handled the transmissions, sending Sunday's (May 29) program up to a Comsat bird and down to the Washington International Teleport, where it was microwaved to Atlantic Video, which was doing the production for the Discovery Channel. WIT was committed to French Open tennis coverage for the rest of the week, so Discovery switched to Visnews in

L-r: Abraham Brumberg, a Russian scholar at Johns Hopkins University; Daniloff, and Carter.

6/13/88

C1750-1

The Fifth Estate

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Broadcasting Jun 13

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Affiliates annual assemblage
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Congress's unfinished business

Vol. 114 No. 24

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What's ahead in Congress...page 30

TAKING STOCK □ ABC-TV executives tell their affiliates during annual meeting in Los Angeles that if stations don't begin clearing more programing, ABC ought to produce fewer hours. **PAGE 27.**

CHANGE OF TEMPO □ NBC restructures its agreement to buy Tempo TV from Tele-Communications Inc. **PAGE 30.**

PROMOTION, PROMOTION, PROMOTION □ BPME/BDA draws record crowd to annual gathering in Los Angeles. **PAGE 32.**

'BUSINESS DEATH PENALTY' □ FCC Commissioner James Quello, addressing American Women in Radio and Television conference in Pittsburgh, says license revocation is "cruel and unusual punishment." **PAGE 34.**

AM REVIVAL □ Headed by FCC Commissioner Patricia Diaz Dennis, U.S. delegation to International Telecommunication Union conference returns from Rio de Janeiro with proposals for what to do with 100 khz of new AM space. **PAGE 38.**

PRIME TIME AND PROMOTION □ Among concerns to be addressed by CBS television affiliates in Los Angeles this week are network's new fall schedule and its overall promotional effort. **PAGE 44.**

PROUD AS A PINEAPPLE □ With their network still on top, NBC afiliates head to Maui this week for annual affiliate meeting. **PAGE 44.**

DOWNEY IS UP □ *The Morton Downey Jr. Show* more than doubles station audience shares in some markets. **PAGE 45.**

PLAY IT AGAIN, IN COLOR □ Colorization comes to Rick's Cafe next fall when Turner Broadcasting colorizes "Casablanca" for showing on superstation WTBS(TV) Atlanta. **PAGE 46.**

TV ACRONYMS □ The most common initials at 1988 International Summer Consumer Electronics Show (CES) is not HDTV or EDTV, but IDTV—improved-definition television. **PAGE 47.**

40-YEAR PROGNOSTICATOR □ When Robert Coen delivers his semiannual review of advertising supply and demand in New York June 15, he will be on familiar ground, marking his 40th year of providing expertise. **PAGE 51.**

CONTROVERSY IN K.C. □ Ku Klux Klan program prompts Kansas City city council to study how far cable TV public access programing can go. **PAGE 58.**

UPHILL PEDDLING □ Tim McCauliff has risen through ranks at Blair Television, national sales rep that numbers some 135 client TV stations, from account representative to president and COO. It has been "terrific challenge and a growing experience," he says. **PAGE 79.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
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Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

committee Chairman Ed Markey and NAB and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials.

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Compulsory License

■ FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) is considering offering similiar measure. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York.

Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

ity that the show will launch next September. He acknowledged the program, as a "character" show in the mold of *Hill Street Blues*, would take longer to build than other types of programs and said whether it eventually does go into syndication will depend on stations' willingness to let it develop. "The show cannot be evaluated in two months of ratings," he argued. ☐

Here's looking at hue, kid

Turner to colorize 'Casablanca' for showing on superstation WTBS next fall

A kiss is just a kiss, but this time the lips will be red. Turner Broadcasting will debut a colorized version of "Casablanca" next fall on its superstation WTBS(TV) Atlanta. Colorization of the 1943 Humphrey Bogart-Ingrid Bergman classic (directed by Michael Curtiz) has been a subject of speculation since TBS acquired the rights to the film in 1986 when it purchased the MGM film library.

The film will also appear in color and black and white on home video. The colorized version of the film will be released in syndication after its debut on WTBS(TV).

TBS Chairman and President Ted Turner broke the news to an audience of merchandising executives last week at a breakfast announcing the start-up of a licensing and merchandising division of Turner Entertainment. "I know it's a calculated risk," Turner said, as an audible gasp was heard from the breakfast audience. Since colorization came into existence it has been a controversial subject (and the subject of hearings on Capitol Hill), with film "purists" pitting themselves against those responsible for the colorization.

Turner made the announcement as the new licensing and merchandising division made its first appearance at the Licensing and Merchandising Conference and Exposition in New York. As of Aug. 27, the expiration date in MGM's contract extension covering merchandising, TBS will acquire all of the library's rights. Between the time of the TBS purchase of the library and the August date, Turner has received merchandising revenues, while MGM has collected a marketing fee. Turner will now own all of the rights in perpetuity.

Turner said that among the properties that will be actively merchandised by the new division will be "Gone with the Wind" and "The Wizard of Oz," which celebrate their 50th anniversaries on Dec. 15 and Aug. 15 respectively; the *Tom and Jerry* cartoon series, and CNN.

Among TBS productions now in the works, Turner mentioned that Turner Entertainment will produce a mini-series on the author of the hymn "Amazing Grace" and based on a book by Alex Haley. Turner also said that TBS is considering entry into theatrical film productions since "our situation is improving" with the financing acquired through the sale of 40% of the company to various cable MSO's.

Asked about the latest subscriber count for Turner Network Television, the fourth TBS channel, which launches in October, Turner said there are now 10 million subscribers signed up, and 17 million will be on line within the next 90 days.

Roger Mayer, president of Turner Enter-

NBC takes eight of top 10; ABC wins news

☐

Week 37: NBC 12.9, CBS 9.8, ABC 9.4

Nielsen		Net		AGB
1.	19.4/32	N Night Court	5.	18.6/32
2.	18.9/35	N Cosby Show	2	19.7/37
3	18.9/32	N Cheers	3	19.4/34
4	18.8/34	N Different World	1.	19.8/36
5.	18.2/33	N NBC Sunday Movie	4	18.6/34
6	16.0/28	N L.A. Law	8	14.7/27
7.	15.9/28	N NBC Monday Movie	6.	17.1/31
8.	15.8/30	A Who's the Boss?	7.	16.0/31
9.	15.2/26	N NBC Tuesday Movie	12	13.9/24
10.	15.1/27	A Perfect Strangers, Tue.	16	13.3/24
11	15.0/33	C 60 Minutes	10	14.2/32
12.	14.6/27	A Head of the Class	14.	13.4/24
13.	14.4/29	N Golden Girls	9.	14.5/29
14.	14.2/27	A Growing Pains	11.	14.0/26
15.	14.2/27	C Murder, She Wrote	13.	13.4/26
16	13.2/25	N ALF	15	13.4/27
17.	12.8/22	C Newhart	23.	11.8/21
18	12.6/23	N Matlock	20	12.2/23
19.	12.5/24	C NBA Playoffs, Friday	22.	12.1/23
20.	12.5/23	N Valerie's Family	17	12.5/23
21.	12.4/22	C Equalizer	31	10.5/19
22.	12.1/26	N 227	21.	12.2/26
23.	11.9/23	N Miami Vice	18	12.4/23
24.	11.8/24	N Hunter	33	9.9/20
25.	11.7/20	A Hooperman	32	10.0/18
26.	11.7/23	N Sonny Spoon Detective	19	12.2/23
27.	11.0/19	A ABC Thursday Movie	28	11.0/20
28.	10.8/18	A Moonlighting	44	8.9/15
29.	10.8/20	N My Two Dads	24.	11.8/22
30.	10.6/18	C Eisenhower and Lutz	41	9.2/16
31.	10.5/19	A China Beach	27	11.0/20
32.	10.5/19	C AFI Salute to Jack Lemmon	42.	9.2/17
33.	10.5/21	N Family Ties	26.	11.1/22
34.	10.5/21	N Facts of Life	36.	9.6/22
35.	10.4/20	A 20/20	25.	11.1/21
36.	10.2/18	C NBA Playoffs, Thursday	39.	9.4/17
37.	10.2/18	C Jake and the Fatman	34.	9.8/17
38.	10.2/18	C Designing Women	37	9.5/18
39.	10.0/18	A Nabisco Family Showcase	52.	7.8/14
40.	9.9/17	C CBS Tuesday Movie	30.	10.6/19
41.	9.6/20	C Beauty and the Beast	45.	8.8/18
42.	9.5/19	A Spenser: For Hire	46.	8.7/18
43.	9.5/17	C Tony Awards	29.	10.9/20
44	9.2/16	A Liza Minnelli: Triple Play	54.	7.1/13
45.	9.0/17	C Kate and Allie	35.	9.7/20
46.	8.7/19	A Slap Maxwell Story	55.	7.0/12
47.	8.7/18	N Best of TV Bloopers	40.	9.3/19
48.	8.4/17	A Full House	50.	8.2/16
49.	8.3/15	N Bronx Zoo	43.	9.1/17
50	8.2/14	N Sara	38.	9.5/17
51.	8.1/15	N Highway to Heaven	47.	8.6/16
52.	8.0/15	A MacGyver	59.	6.8/13
53.	8.0/15	C CBS Reports: Wall Within	57.	6.9/13
54.	7.7/15	A Monday Night Baseball	67.	4.5/9
55.	7.6/15	C Tour of Duty	58.	6.8/14
56	7.6/17	C High Mountain Rangers	48.	8.3/18
57.	7.5/16	A Perfect Strangers	56.	7.0/15
58.	7.5/15	C West 57th	51.	8.0/16
59.	6.7/14	N Lyndon LaRouche Address	62.	5.3/11
60.	6.5/13	A Ohara	61.	6.6/13
61.	6.4/11	N Days, Nights of M. Dodd	53.	7.7/14
62.	6.2/14	N Incredible Ida Early	49.	8.2/18
63.	6.0/12	A David Bowie Tour	60.	6.7/13
64.	5.5/12	A Probe	63.	5.0/11
65.	5.1/11	A Disney Sunday Movie	65.	4.8/11
66.	5.0/9	C Dark Crystal, Part 1	64.	4.9/9
67.	4.9/9	C Dark Crystal, Part 2	66.	4.8/9

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6/21/88 C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 20

K
The Best
Celebrating
100 Years

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BETHESDA MD 20814

57th Year 1988

Network affiliates wrap up annual meetings

Vol. 114 No. 25

Broadcasting Jun 20

CBS's spirited affiliate meeting in L.A....page 35

NTIA says cable regulations need reshaping...page 37

Fox network's future far from guaranteed...page 40

EYE OF THE STORM ☐ Overall, CBS affiliates were said to be optimistic about network's upcoming season, despite fact that only two new shows were deemed potential hits. CBS president and CEO Laurence Tisch takes blame for network's third place finish; criticism of network's promotional campaign and news division, also heard. **PAGE 35.**

LONG, HARD LOOK ☐ In 127-page report released last week, National Telecommunications and Information Administration says cable regulatory framework needs to be changed. **PAGE 37.**

COLOR THEM CONCERNED ☐ National Association of Broadcasters, Turner Broadcasting and Motion Picture Association of America speak out against amendment to House bill proposing film commission to deal with colorizing issues. **PAGE 41.**

STAYING IN BUSINESS ☐ AGB Television Research, peoplemeter competitor to Nielsen, says it needs multiyear commitments from ABC and NBC and renewal by CBS to survive economically. **PAGE 41.**

PENNY FOR YOUR THOUGHTS ☐ Senate and House members receive more than $100,000 in honoraria in 1987 from Fifth Estate interests. **PAGE 44.**

HILL INQUIRY ☐ House panel examining H.R. 1885 hears charges that cable is stifling development of competing services, including TVRO and wireless cable interests. But cable representatives say legislation is not needed. **PAGE 49.**

ALL IN THE FAMILY ☐ Home Box Office says it is putting more marketing dollars into its family-oriented Festival service, promoting it to homes that already have at least one other pay service. **PAGE 51.**

GROWING CLAIMS ☐ Revised forecast by McCann-Erickson senior vice president, Robert Coen, says TV network revenue will grow 4%-5% this year. **PAGE 54.**

STANDARDS ☐ CBS News correspondent Bill Plante, keynote speaker at fifth annual BROADCASTING seminar in Boston, says network reporters must maintain standards without sacrificing their search for audience. **PAGE 56.**

BIGGEST ☐ Buyback deal proposed by three senior executives of Infinity Broadcasting is valued at $484 million, which would make it largest radio deal in history. **PAGE 61.**

CREATING HIS NICHE ☐ John Hendricks started The Discovery Channel with belief that nonfiction documentary entertainment was well-defined and unserved cable service waiting to be claimed. As TDC marks its third anniversary, Hendricks says he just may do it all again. **PAGE 95.**

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Comparative Renewal

■ With syndicated exclusivity behind it (see below), FCC expected to begin reform of much maligned comparative renewal process with launch of inquiry or rulemaking at meeting this Thursday (June 23). It is looking to correct what are widely seen as abuses of process and to rewrite some of comparative criteria. Assuaging concerns of NAB, FCC Chairman Dennis Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative renewal process.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.

Compulsory License

■ FCC is conducting inquiry into cable compulsory license, and may have item ready for action late summer or early fall. It is now considered "front burner" item. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

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NBC back on top in a big way

Arbitron's May local market-by-market sweeps show NBC squarely in the number-one spot in prime time, rebounding from a February sweeps second to ABC that most observers had attributed to that network's Olympics coverage. The May numbers did nothing to undercut that assumption.

According to BROADCASTING analysis of Arbitron's sweeps of TV households during prime time for the 211 TV markets measured, NBC cleaned up, scoring 131 outright wins and four ties for a total of 135 firsts, more than double its February sweeps total of 60. It was the network's 12th win in the last 13 sweeps (February's second place had stopped a string of 11 consecutive sweeps wins). CBS ranked second with 56 firsts—including seven ties—up from its February total of 45. ABC came in third with 27 wins, including three ties, down dramatically from its 111 firsts in February.

The following is a market-by-market list of network daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8 p.m.-11 p.m., and Sunday, 7 p.m.-11 p.m., NYT). Numbers are in thousands (add 000). Boldface numbers indicate market winners. Dashes indicate no primary or secondary affiliation in a given market.

	1988 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (155)	15	15	**24**
Albany, Ga. (151)	5	—	**55**
Albany-Schenectady-Troy, N.Y. (52)	51	72	**77**
Albuquerque, N.M. (56)	56	41	**72**
Alexandria, La. (160)	5	—	**40**
Alpena, Mich. (211)	—	**5**	—
Amarillo, Tex. (117)	**30**	23	27
Anniston, Ala. (192)	—	**12**	—
Ardmore-Ada, Okla. (172)	15	**21**	15
Atlanta (12)	156	161	**219**
Augusta, Ga. (102)	**36**	35	27
Austin, Tex. (71)	39	**55**	40
Bakersfield, Calif. (145)	**23**	20	22
Baltimore (22)	115	123	**157**
Bangor, Me. (156)	16	21	**22**
Baton Rouge (91)	47	**48**	41
Beaumont-Port Arthur, Tex. (124)	26	32	**39**
Bend, Ore. (207)	—	**4**	**4**
Billings-Hardin, Mont. (164)	10	**15**	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**27**	—	—
Binghamton, N.Y. (132)	11	**35**	19
Birmingham, Ala. (49)	71	35	**115**
Bluefield-Beckley-Oak Hill, W.Va. (141)	19	—	**28**
Boise, Idaho (136)	17	17	**26**
Boston (6)	269	227	**306**
Bowling Green, Ky. (191)	**19**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	19	39	**65**
Buffalo, N.Y. (38)	73	79	**105**
Burlington-Plattsburgh, Vt. (96)	12	**43**	37
Butte, Mont. (189)	5	**9**	6
Casper-Riverton, Wyo. (188)	2	5	**12**
Cedar Rapids-Waterloo-Dubuque, Iowa (78)	36	32	**57**
Charleston, S.C. (109)	27	37	**44**
Charleston-Huntington, W.Va. (46)	54	60	**96**
Charlotte, N.C. (31)	77	**114**	58
Charlottesville, Va. (197)	—	—	**10**
Chattanooga (80)	37	45	**59**
Cheyenne, Wyo.-Scttsblff, Neb.-Strlng, Colo. (183)	—	**10**	—
Chicago (3)	412	302	**456**
Chico-Redding, Calif. (140)	**25**	20	15
Cincinnati (29)	78	**101**	99
Clarksburg-Weston, W.Va. (162)	—	**22**	20
Cleveland (11)	**219**	181	217
Colorado Springs-Pueblo (97)	28	29	**35**
Columbia, S.C. (87)	21	31	**82**
Columbia-Jefferson City, Mo. (152)	13	21	**26**
Columbus, Ga. (118)	**31**	30	18
Columbus, Ohio (33)	76	103	**125**
Columbus-Tupelo, Miss. (133)	7	26	**48**
Corpus Christi, Tex. (120)	26	21	**29**
Dallas-Fort Worth (8)	**220**	215	205
Davenport, Iowa-Rock Island-Moline, Ill. (77)	38	43	**58**
Dayton, Ohio (48)	49	**76**	70
Denver (19)	112	107	**148**
Des Moines (66)	39	49	**59**
Detroit (7)	237	192	**305**
Dothan, Ala. (157)	8	**36**	—
Duluth, Minn.-Superior, Wis. (122)	23	22	**27**
El Centro, Calif.-Yuma, Calif. (181)	5	5	**8**
El Paso, Tex. (104)	28	26	**39**
Elmira, N.Y. (165)	10	—	**16**
Erie, Pa. (143)	19	17	**35**
Eugene, Ore. (137)	23	**27**	16
Eureka, Calif. (186)	—	**7**	**7**
Evansville, Ind. (90)	37	32	**39**
Fargo, N.D. (107)	24	26	**27**
Flagstaff, Ariz. (205)	—	—	**6**
Flint-Saginaw-Bay City, Mich. (59)	60	30	**90**
Florence, S.C. (130)	21	**48**	—
Fort Myers-Naples, Fla. (98)	19	35	**39**
Fort Smith, Ark. (148)	21	**26**	17
Fort Wayne, Ind. (99)	32	31	**39**
Fresno, Calif. (63)	46	44	**51**
Gainesville, Fla. (166)	**17**	—	—
Glendive, Mont. (212)	—	**1**	**1**
Grand Junction, Colo. (176)	6	**10**	—
Grand Rapids-Kalamazoo-Battle Creek, Mich. (39)	68	63	**82**
Great Falls, Mont. (177)	**8**	**8**	5
Green Bay, Wis. (68)	55	44	**60**
Greensboro-Winston Salem-High Point, N.C. (50)	66	78	**90**
Greenville-New Bern-Washington, N.C. (95)	27	36	**57**
Greenville-Asheville-Spartanburg, S.C. (36)	74	83	**127**
Greenwood-Greenville, Miss. (168)	**20**	11	—
Hagerstown, Md. (195)	—	—	**20**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	48	59	**101**
Harrisonburg, Va. (200)	**16**	—	—
Hartford-New Haven, Conn. (23)	92	**147**	85
Helena, Mont. (209)	—	—	**4**
Houston (10)	**197**	140	165
Huntsville-Decatur-Florence, Ala. (89)	36	40	**45**
Idaho Falls-Pocatello (159)	10	13	**16**
Indianapolis (24)	96	105	**128**
Jackson, Miss. (82)	19	49	**66**
Jackson, Tenn. (180)	**25**	—	—
Jacksonville, Fla. (57)	37	**75**	60
Johnstown-Altoona, Pa. (85)	—	45	**72**
Jonesboro, Ark. (174)	**21**	—	—
Joplin, Mo.-Pittsburg, Kan. (119)	26	**28**	22
Kansas City, Mo. (28)	90	92	**107**
Knoxville, Tenn. (61)	51	**73**	46
La Crosse-Eau Claire, Wis. (134)	15	21	**32**
Lafayette, Ind. (193)	—	**12**	—

	1988 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Lafayette, La. (112)	33	**50**	—
Lake Charles, La. (170)	—	—	**33**
Lansing, Mich. (105)	—	**45**	42
Laredo, Tex. (199)	3	3	**4**
Las Vegas (94)	24	35	**47**
Laurel-Hattiesburg, Miss. (161)	—	5	**28**
Lexington, Ky. (76)	38	**50**	48
Lima, Ohio (196)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (92)	22	**41**	13
Little Rock, Ark. (55)	63	59	**83**
Los Angeles (2)	543	460	**603**
Louisville, Ky. (47)	50	75	**87**
Lubbock, Tex. (149)	13	17	**21**
Macon, Ga. (134)	16	**36**	20
Madison, Wis. (106)	29	32	**34**
Mankato, Minn. (208)	—	**8**	—
Marquette, Mich. (184)	—	**15**	—
McAllen-Brownsville, Tex. (115)	**23**	**23**	19
Medford, Ore. (153)	12	15	**31**
Memphis (41)	59	81	**128**
Meridian, Miss. (175)	**14**	7	5
Miami (16)	143	148	**180**
Milwaukee (30)	80	81	**111**
Minneapolis-St. Paul (13)	118	**152**	141
Minot-Bismarck-Dickinson, N.D. (146)	7	17	**30**
Missoula, Mont. (173)	13	9	**15**
Mobile, Ala.-Pensacola, Fla. (58)	48	72	**73**
Monroe, La.-El Dorado, Ark. (116)	11	**47**	27
Montgomery, Ala. (101)	13	27	**67**
Nashville (32)	65	108	**125**
New Orleans (34)	71	110	**119**
New York (1)	818	715	**900**
Nrflk-Prtsmth-Nwprt Nws-Hmptn, Va (43)	60	74	**94**
North Platte, Neb. (210)	—	—	**6**
Odessa-Midland, Tex. (143)	20	**21**	20
Oklahoma City (37)	59	84	**89**
Omaha (70)	44	48	**57**
Orlando-Daytona Beach-Melbourne, Fla. (27)	107	112	**136**
Ottumwa, Iowa-Kirksville, Mo. (204)	**15**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (75)	29	50	**55**
Palm Springs, Calif. (178)	7	—	**8**
Panama City, Fla. (171)	14	—	**26**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria-Bloomington, Ill. (110)	28	27	**37**
Philadelphia (4)	402	333	**421**
Phoenix (21)	104	116	**122**
Pittsburgh (17)	**183**	181	179
Portland, Ore. (26)	80	94	**96**
Portland-Poland Spring, Me. (69)	45	32	**50**
Presque Isle, Me. (203)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (44)	70	56	**100**
Quincy, Ill.-Hannibal, Mo. (154)	—	18	**22**
Raleigh-Durham, N.C. (35)	85	**88**	52
Rapid City, S.D. (167)	**17**	—	13
Reno (121)	**23**	20	22
Richmond, Va. (62)	46	**65**	**65**
Roanoke-Lynchburg, Va. (73)	33	**62**	58
Rochester-Austin, Minn.-Mason City, Iowa (147)	16	15	**22**
Rochester, N.Y. (72)	44	47	**57**
Rockford, Ill. (114)	19	23	**29**
Roswell, N.M. (194)	—	**12**	—
Sacramento-Stockton, Calif. (20)	103	103	**145**
St. Joseph, Mo. (187)	**13**	—	—
St. Louis (18)	109	136	**194**
Salinas-Monterey-San Jose, Calif. (111)	**40**	19	38
Salisbury, Md. (162)	13	**22**	15
Salt Lake City (40)	69	64	**83**
San Angelo, Tex. (189)	—	**10**	—
San Antonio,Tex. (42)	59	73	**82**
San Diego (25)	81	**96**	86
San Francisco (5)	234	223	**255**
Snt Brbra-Snta Mria-Sn Lus Obspo, Calif. (113)	**24**	21	20
Savannah, Ga. (103)	17	38	**39**
Seattle-Tacoma (15)	133	123	**160**
Shreveport, La.-Texarkana, Tex. (64)	53	56	**65**
Sioux City, Iowa (125)	25	9	**29**
Sioux Falls-Mitchell, S.D. (100)	30	**43**	19
South Bend-Elkhart, Ind. (84)	32	44	**61**
Spokane, Wash. (79)	41	40	**53**
Springfield, Mass. (108)	28	—	**42**
Springfield, Mo. (81)	20	41	**56**
Springfield-Decatur-Champaign, Ill. (74)	34	43	**56**
Syracuse, N.Y. (67)	45	57	**61**
Tallahassee, Fla.-Thomasville, Ga. (126)	11	**49**	10
Tampa-St.Petersburg-Sarasota (14)	149	178	**203**
Terre Haute, Ind. (129)	8	28	**38**
Toledo, Ohio (65)	40	62	**83**
Topeka, Kan. (142)	10	**24**	23
Traverse City-Cadillac, Mich. (138)	12	**38**	31
Tucson, Ariz. (83)	36	34	**47**
Tulsa, Okla. (54)	50	66	**67**
Tuscaloosa, Ala. (185)	—	**7**	—
Twin Falls, Idaho (202)	—	**8**	1
Tyler-Longview, Tex. (123)	**40**	9	17
Utica, N.Y. (158)	9	—	**23**
Victoria, Tex. (206)	3	—	**6**
Waco-Temple, Tex. (93)	19	**40**	35
Washington (9)	182	193	**208**
Watertown-Carthage, N.Y. (169)	4	14	**15**
Wausau-Rhinelander, Wis. (128)	**26**	**26**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (53)	41	29	**78**
Wheeling, W.Va.-Steubenville, Ohio (139)	—	32	**38**
Wichita-Hutchinson, Kan. (60)	39	52	**56**
Wichita Falls, Tex.-Lawton, Okla. (130)	16	20	**23**
Wilkes Barre-Scranton, Pa. (51)	67	54	**73**
Wilmington, N.C. (150)	25	9	**52**
Yakima, Wash. (127)	17	**28**	24
Youngstown, Ohio (88)	34	43	**51**
Zanesville, Ohio (201)	—	—	**11**

SportsChannel nets NHL rights

Cable sports service will pay $50 million-plus for three years of hockey action

Rainbow Programing Enterprises' SportsChannel America, an ad hoc network of regional cable sports services, has won the rights to National Hockey League telecasts, for which it will pay more than $50 million over the next three seasons. That figure is more than double the amount paid by ESPN under the current NHL contract. SportsChannel will divide coverage of the roughly 50 NHL games each year among its five regional sports cable channels in New York, Chicago, Philadelphia, New England and Florida. Rights to games not served by those services will be sold to regional sports services in 12 other areas of the country.

Whether the games are offered as part of a basic or pay package will be at the discretion of the individual channels. Sportschannel also retains the right to sell the games in a given region to a broadcast station instead of a cable channel.

Last week's announcement of a change in venue for hockey marked the first time that such an ad hoc network has won the rights to a major sport. The move was also seen by a number of industry observers as an assertive step forward by SportsChannel America in the purchasing of national sports rights. SportsChannel America is considered to be in the running for the next Major League Baseball television contract, which begins with the 1990 season.

In a statement, ESPN President Bill Grimes said that "we are disappointed" at losing the rights to hockey. "Our proposal to renew our agreement included a significant increase in rights fees."

Along with the five million cable households SportsChannel's five channels deliver, the other regional services are expected to bring that number to 10 million homes initially.

According to SportsChannel's Richard Kahn, director of marketing and public relations, that number is expected to increase to 30 million homes within two to three years. Kahn said that although that number would be under ESPN's current universe of 47 million homes, it would be unfair to compare the two audiences since the SportsChannel's regionalization of the NHL games will more specifically target hockey fans.

Kahn said that programing plans for the regional set-up are still undetermined, but that in all likelihood there will be four "games of the week" for the regional channels to chose from.

Joel Nixon, vice president of broadcasting at the NHL said the league expects that SportsChannel "intends to make the NHL its centerpiece."

Nixon said that the move of hockey from ESPN to SportsChannel was in no way an expression of disaffection with ESPN. "The NHL was very happy with ESPN's handling of the production of its games," he said.

SportsChannel already has history in production of hockey games, with its regional channels carrying the games of the New York Islanders, New Jersey Devils, Chicago Black Hawks, Hartford Whalers and Philadelphia Flyers."We took that to its natural extension," said Kahn. ☐

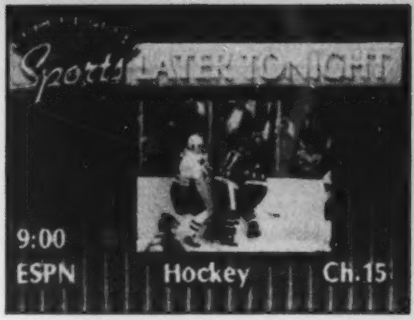
Prime Time Tonight may become national player

Encouraged by early research, officials evaluate plans to launch PTT nationwide later this year

Officials of Prime Time Tonight, pleased with test results for the cross-promotional service, are evaluating plans to launch it nationwide later this year.

"We're still in a holding pattern," said Michael Eckert, president of the Weather Channel, where PTT appears for three minutes each half hour, but he is encouraged with results from PTT research. "We are in the process of exploring with the operator community whether PTT will launch, and that will be determined on the number of MSO's and systems that sign up for it."

Eckert said PTT partners—Landmark Communications (which owns the Weather Channel), Tele-Communications Inc. and Cable Video Entertainment—will meet this week to decide on plans to take it to the operator community. A final decision is expected by the end of July. But TCI's backing, plus that of an advisory board made up of many of the top MSO's and whose members are encouraged by the test results, give PTT a leg up on becoming a reality.



At three minutes before each half hour on the Weather Channel, PTT appears, providing viewers information on what is being aired on 14 to 18 key basic and pay networks on the cable system. The preview segments are cable-system specific, providing viewers with video clips of programing, voice-over descriptions, the program's start time and channel location. The information is system-specific because of technology the Weather Channel has developed: an upgraded version of WeatherStar, which allows for insertion of local material in the national feed. Operators who take PTT reduce but do not eliminate the time per hour used for local weather forecasts. During prime time, local weather forecasts appear on the channel about every five minutes.

Prime Time Tonight was tested from January through April in portions of nine systems, reaching 18,000 subscribers. About 25% (4,500 subscribers) said they regularly viewed PTT. Additionally, 62% of that core viewing group said PTT influenced their viewing patterns; 55% said PTT helped in-

NBC's 11.8 takes week, CBS's 9.0 takes news

Nielsen		Net		AGB	
1.	19.0/34	N	Cheers	2.	18.5/33
2.	18.9/35	N	Different World	4.	17.9/33
3.	18.6/36	N	Cosby Show	1.	18.9/36
4.	18.4/31	N	Night Court	5.	16.9/30
5.	16.6/30	C	CBS Sunday Movie	6.	15.6/28
6.	16.3/34	N	Golden Girls	3.	18.3/38
7.	15.5/28	N	L.A. Law	16.	13.3/24
8.	14.8/27	C	NBA Finals, game 2	15.	13.5/25
9.	14.8/34	C	60 Minutes	8.	15.1/35
10.	14.4/27	N	Hogan Family	19.	13.0/24
11.	14.4/26	N	NBC Monday Movie	11.	14.2/26
12.	14.2/25	N	NBC Tuesday Movie	10.	14.3/26
13.	14.1/28	C	Murder, She Wrote	12.	14.1/28
14.	13.9/26	C	NBA Finals, game 1	13.	13.9/26
15.	13.7/27	A	20/20 10th Anniversary	9.	15.0/28
16.	13.7/28	N	Amen	7.	15.2/30
17.	13.7/29	N	Hunter	14.	13.8/28
18.	13.6/26	A	Growing Pains	21.	12.8/25
19.	13.1/24	A	Head of the Class	23.	12.0/23
20.	12.9/26	N	ALF	17.	13.2/26
21.	12.8/25	A	Who's the Boss?	18.	13.1/25
22.	12.8/24	A	Perfect Strangers, Tues.	20.	12.9/24
23.	12.3/22	C	Equalizer	33.	9.9/19
24.	12.0/21	A	Hooperman	29.	10.8/20
25.	12.0/27	N	227	22.	12.4/28
26.	11.8/21	A	ABC Sunday Movie	27.	10.9/20
27.	11.4/20	C	Newhart	25.	11.1/20
28.	11.1/20	A	China Beach	28.	10.8/21
29.	10.8/21	N	Matlock	24.	11.8/23
30.	10.7/21	N	Miami Vice	42.	8.9/17
31.	10.4/21	C	Kate and Allie	26.	11.1/22
32.	10.0/19	C	Designing Women	30.	10.4/20
33.	9.7/17	C	Eisenhower and Lutz	35.	9.6/17
34.	9.4/16	A	Moonlighting	43.	8.9/16
35.	9.4/17	N	NBC Sunday Movie	31.	10.0/18
36.	9.3/20	A	Full House	37.	9.5/20
37.	9.3/17	C	Jake and the Fatman	48.	8.2/16
38.	9.3/18	N	My Two Dads	34.	9.7/19
39.	9.0/16	C	Cagney and Lacey	46.	8.6/16
40.	8.9/16	A	ABC Thursday Movie	39.	9.2/17
41.	8.9/19	N	Best of TV Bloopers	32.	10.0/21
42.	8.9/18	N	Family Ties	36.	9.6/20
43.	8.9/21	N	Facts of Life	38.	9.4/22
44.	8.7/15	A	Slap Maxwell Story	47.	8.2/15
45.	8.7/17	C	CBS Friday Movie	45.	8.6/16
46.	8.7/17	N	Sonny Spoon Detective	49.	8.1/15
47.	8.7/15	N	Sara	44.	8.7/16
48.	8.6/15	A	Thirtysomething	51.	7.7/14
49.	8.4/17	A	MacGyver	53.	7.4/15
50.	8.2/15	N	Highway to Heaven	40.	9.2/18
51.	8.0/18	A	Perfect Strangers, Fri.	41.	9.2/20
52.	7.9/17	C	Beauty and the Beast	52.	7.6/16
53.	7.8/14	N	Bronx Zoo	50.	7.9/15
54.	7.7/16	A	Spenser: For Hire	60.	6.5/13
55.	7.3/14	C	48 Hours	59.	6.5/12
56.	7.2/15	C	Tour of Duty	58.	6.6/13
57.	7.1/13	A	Monday Night Baseball	57.	6.7/13
58.	6.7/13	C	Houston Knights	62.	6.1/12
59.	6.7/12	N	Days, Nights of M. Dodd	54.	7.1/13
60.	6.2/13	A	Ohara	63.	5.2/10
61.	6.2/13	C	Walter Cronkite at Large	61.	6.2/13
62.	6.1/14	C	High Mountain Rangers	56.	6.8/16
63.	5.9/13	N	Our House	55.	7.0/16
64.	5.4/12	A	Disney Sunday Movie	64.	4.8/11
65.	4.7/11	A	Probe	65.	4.5/10

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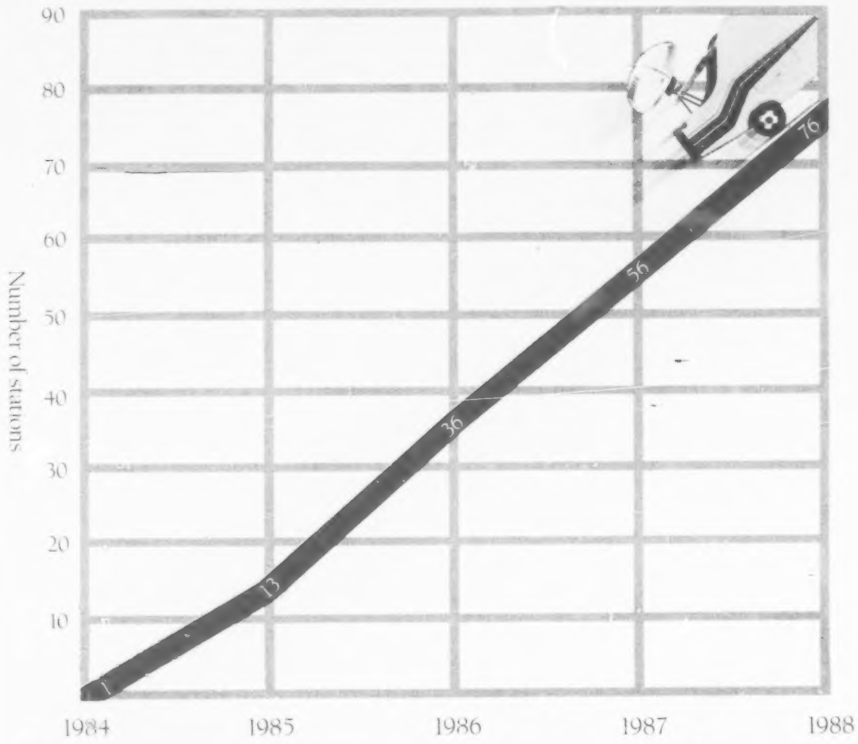
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 27



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Vol. 114 No. 26

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Hill looks at standards and trade policy for HDTV...page 41

NBC affiliates meet in Maui...page 37

BUFFALO BUY □ King World Productions becomes TV station owner with purchase of CBS affiliate WIVB-TV Buffalo, N.Y. **PAGE 35.**

THEIR'S ALONE □ During annual NBC affiliates meeting in Maui, Hawaii, network agrees not to share coverage of 1988 summer Olympics with cable; NBC President Robert Wright says network business is not what it once was, and affiliates commit $3 million to HDTV research. **PAGE 37.**

STRIKE CONTINUES □ Writers Guild of America rejects latest contract offer by AMPTP. Latter says "there will be no more talks." **PAGE 39.**

DUKAKIS ON BROADCAST REGULATION □ Democratic presidential candidate Michael Dukakis tells those at National Broadcast Editorial Association meeting in Boston that he favors "thoughful and intelligent" broadcast regulation. **PAGE 44.**

CALL FOR IMPROVEMENTS □ National Association of Broadcasters call for new technical standards to be set by FCC to improve AM band. **PAGE 46.**

WATCHING THE MONEY GROW □ With help from Merrill Lynch and GE, broadcasters Elton Rule and I. Martin Pompadur build billion-dollar collection of media properties. **PAGE 48.**

FIVE-YEAR FORECAST □ According to report from new York-based brokerage house, Veronis, Suhler & Associates, cable's share of TV revenue will decline over next five years. **PAGE 50.**

ONE OR THE OTHER □ INTV President Preston Padden urges broadcasters to pursue traditional public interest standard, adding that they can't have special status and expect free press freedoms enjoyed by print model. **PAGE 52.**

GREY AREA □ Lawmakers again examine colorization issue, taking closer look at H.R. 2400 and at amendment to appropriations bill that would protect films against material alterations. **PAGE 55.**

PEOPLEMETER ROLLOUT □ Arbitron says it will begin its ScanAmerica peoplemeter service beginning early next year in five cities and expand to national sample thereafter. **PAGE 62.**

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POINT MAN □ House Commerce Committee's Mark MacCarthy earns high praise from industry lobbyists for his political acumen and judicious handling of issues on behalf of Chairman John Dingell of Michigan. **PAGE 87.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
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Comparative Renewal

■ FCC took first step toward reforming much-maligned comparative renewal process, launching proceeding at open meeting last Thursday (June 23). Proceeding is aimed at correcting what are widely seen as abuses of process. Assuaging concerns of NAB, FCC Chairman Dennis Patrick has indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative renewal process.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting at least several other television stations.

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Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure two weeks ago (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars

Benjamin Cardin (D-Md.) focused questions on the adequacies of labeling. Canby said "it is kind of ridiculous because it doesn't tell you anything of substance. It's a pat on the back for doing what you want." But if it were a matter of labeling or nothing, as Lungren asked, Canby said labeling "wouldn't hurt" and "would point out the bad deed that had been done." Law professor Monroe Price, who generally sided with Hiller and Canby in the debate, said "labeling was a useful technique." But he said it should exist for all films, not only those that had been colorized.

David Brown, a Hollywood producer who spoke on behalf of the Motion Picture Association of America, which opposes both H.R. 2400 and the Mrazek amendment, said "I have no problem with labeling. We would like to work out the language." Mayer said TBS informs the audience what it is watching whenever a colorized film is shown. "In general, we would have no problem" with labeling, he said, although "it could get out of hand." Asked whether he would agree to a label whereby the original director and/or writer would disassociate themselves from the colorized version of a film, Brown said: "That could be a problem," because part of the marketing aspect is the "names" associated with the picture.

Both Brown and Mayer said efforts to block colorization smack of censorship. The taste and choice of the public, they said, should not be legislated. And they said that current archival efforts by the film studios, the Library of Congress and other groups are preserving the black and white originals of older films.

While the subcommittee sought to find some common ground on labeling, there were differences over other aspects of H.R. 2400 and the Mrazek amendment. The subcommittee had problems with singling out the director and writer as responsible for the artistic work of a film, as would be specified in H.R. 2400. "Can we be sanguine in nominating only the director and writer and/or their heirs?" asked Kastenmeier. Representative Henry Hyde (R-Ill.) had trouble with the bill's provision that would allow the artist's heirs to assign the artistic rights to a qualified person. Representative Pat Schroeder (D-Colo.) said she was bothered "a lot" by the prospect of a government agency, the NFC, deciding questions of taste.

Representative Howard Berman (D-Calif.) asked why the differences the Directors Guild had with film alterations weren't corrected during the creation of the film. "We're talking about a social issue," said Hiller, "and that's beyond collective bargaining."

The Association of National Advertisers joined with the MPAA and the National Association of Broadcasters last week in opposing the Mrazek amendment. ANA wrote to House Rules Committee Chairman Claude Pepper (D-Fla.), whose committee is the next stop for the Interior Department's appropriations bill, urging Pepper to vote against a waiver that would allow the NFC to be considered within the appropriations bill. ☐

Color it green

Sometimes lost in the colorization debate is the question of whether the financial ends have justified the means. Ted Turner bought the MGM film library at a cost of over $1.4 billion, in part, because of the potential for reviving many of the black and white films by colorizing them.

Turner Entertainment President Roger Mayer said colorized versions of black and white films have produced strong ratings, which in turn have created a bona fide revenue stream. Mayer, at a luncheon with reporters on the eve of a House hearing on colorization (see page 55), said the black and white version of "Miracle on 34th Street" earned $1 million in syndication over the past 20 years. The colorized version, in three years, has grossed $2.7 million. Two relatively unknown Errol Flynn pictures, which made $200,000 each in 10 years in syndication as black and white films, have brought in $1 million each in their first colorized showings, Mayer said.

In the videocassette market, Mayer said that in the past two years, 200,000 copies of the colorized version of "It's a Wonderful Life" were sold, while only 60,000 copies of the black and white version were sold. TBS continues to put out black and white versions of classic films for videocassette, including "Asphalt Jungle" and "Father of the Bride," which will appear in both versions this summer, said Mayer.

Mayer said TBS has colorized 30 movies to date and has plans for about 100. Both Color Systems Technology and American Film Technology are colorizing films for TBS. They deliver about two a month, said Mayer, at a cost of $250,000 to $300,000 per picture. Those costs are usually covered in the first year, said Mayer. TBS has found revenues on average running between $500,000 and $800,000 in the first year after colorizing a film, he said. The next few films that will be colorized, he said, are "Arsenic and Old Lace," "They Died with Their Boots On" and "The Postman Always Rings Twice."

MGM is not the only studio colorizing black and white films. Mayer said Disney, 20th Century Fox, Columbia and Republic Pictures are also involved in colorizing.

Lakers-Pistons battle gives CBS the week

Bolstered by two broadcasts of the NBA finals between the L.A. Lakers and the Detroit Pistons, CBS won its second week of the "summer season," taking week 39 (ended June 19) with an 11.8 rating and a 23.2 share. NBC closed out the week with an 11.0/21.6. ABC had an 8.7/16.9, according to Nielsen household ratings figures. (CBS's other summer win was week 32, when the network closed out the week with a 13.9 rating over NBC's 13.4 and ABC's 12.1.)

Game five of the finals ran on Thursday, June 16, and ranked fourth for the week with a 16.1/30. Game four, telecast June 14, posted a 14.8/27 and ranked ninth, just ahead of NBC's *L.A. Law*, which earned a 14.3/26. CBS's other two programs that ranked in the top 10 for the week were the *CBS Sunday Movie*, which ranked seventh (15.0/28), followed by *60 Minutes* at eighth with a 14.9/35.

NBC held onto the top three slots, with *Night Court* in the lead (16.4/29), followed by *A Different World* (16.3/31) and *Cheers* 16.3/30. ABC's *Who's the Boss?* ranked 12th for the week with a 13.4/27.

Nielsen		Net	AGB	
1.	16.4/29	N Night Court	3.	16.9/30
2.	16.3/31	N Different World	4.	16.9/33
3.	16.3/30	N Cheers	2.	17.2/32
4.	16.1/30	C NBA Finals, game 5	6.	14.7/28
5.	15.3/33	N Golden Girls	5.	16.6/35
6.	15.2/30	N Cosby Show	1.	17.6/36
7.	15.0/28	C CBS Sunday Movie	7.	14.7/28
8	14.9/35	C 60 Minutes	13.	14.0/34
9.	14.8/27	C NBA Finals, game 4	18.	13.2/25
10.	14.3/26	N L.A. Law	14.	13.8/25
11.	13.7/28	C Murder, She Wrote	17.	13.3/28
12.	13.4/27	A Who's the Boss?	12.	14.0/27
13.	13.1/27	N Amen	11.	14.1/28
14.	13.0/25	A Perfect Strangers	21.	12.7/24
15.	12.9/26	N ALF	9.	14.4/28
16.	12.9/23	N NBC Tuesday Movie	8.	14.7/26
17.	12.8/23	C Newhart	20.	13.0/23
18.	12.6/25	A 20/20	19.	13.1/24
19.	12.6/24	C Wiseguy	22	12.6/23
20.	12.6/25	N Hogan Family	15.	13.7/25
21.	12.4/23	N NBC Sunday Movie	23.	12.5/23
22.	12.3/25	C CBS Friday Movie	16.	13.5/26
23.	12.2/24	N Matlock	10.	14.2/27
24.	12.0/25	N Hunter	25.	12.4/26
25.	11.7/21	N NBC Monday Movie	27.	11.9/22
26.	11.6/25	A Growing Pains	26	12.4/25
27.	11.5/23	A Head of the Class	28.	11.9/23
28.	11.5/20	C Eisenhower and Lutz	30.	11.1/20
29.	11.4/21	C Cagney and Lacey	24.	12.4/23
30.	10.8/25	N 227	29.	11.7/27
31.	10.6/19	A Moonlighting	31.	10.9/20
32.	10.2/20	A Hooperman	32.	10.5/20
33.	10.2/21	C Jake and the Fatman	34.	10.3/20
34.	9.7/19	C Blue Skies *	33.	10.3/20
35.	9.7/24	N Facts of Life	35.	10.0/24
36	9.5/19	C 48 Hours	37.	9.5/19
37.	9.4/18	A Billy Joel in the USSR	38.	9.4/17
38.	9.4/16	A Thirtysomething	39.	9.3/17
39.	9.2/18	A Monday Night Baseball	45.	8.7/16
40.	9.0/17	N Bronx Zoo	40.	9.1/16
41.	8.9/18	N My Two Dads	53.	8.0/16
42.	8.7/17	N Miami Vice	50.	8.2/15
43.	8.6/19	A Full House	47.	8.7/18
44.	8.5/18	A Mr. Belvedere	36.	9.8/20
45.	8.5/19	C Beauty and the Beast	44.	8.7/19
46.	8.4/18	N Family Ties	48.	8.5/18
47.	8.2/19	A Perfect Strangers, Friday	41.	9.0/20
48.	8.2/15	N Sara	43.	8.8/16
49.	8.1/17	A Spenser: For Hire	56.	7.7/16
50.	8.0/16	A I Married Dora	46.	8.7/17
51.	7.9/14	A ABC Thursday Movie	51.	8.1/15
52.	7.7/16	A MacGyver	55.	7.8/16
53.	7.7/17	C Sea World Lone Star	49.	8.4/18
54.	7.6/14	A ABC Sunday Movie	52.	8.0/15
55.	7.6/16	N Sonny Spoon, Detective	59.	6.8/13
56.	7.5/16	C West 57th	57.	7.5/16
57.	7.5/17	N Best of TV Bloopers	42.	9.0/19
58.	6.6/13	C Good Man, C. Brown	60.	6.5/12
59.	6.4/13	A Ohara	63.	5.4/11
60.	6.4/12	N Days, Nights of M. Dodd	58.	7.4/14
61.	6.4/13	N Highway to Heaven	54.	7.9/16
62.	5.7/11	A Sledge Hammer!	62.	5.9/12
63.	5.6/13	N Our House	61.	6.1/15
64.	5.2/12	A Disney Sunday Movie	64.	4.4/11
65.	4.7/11	A Probe	65.	4.1/10

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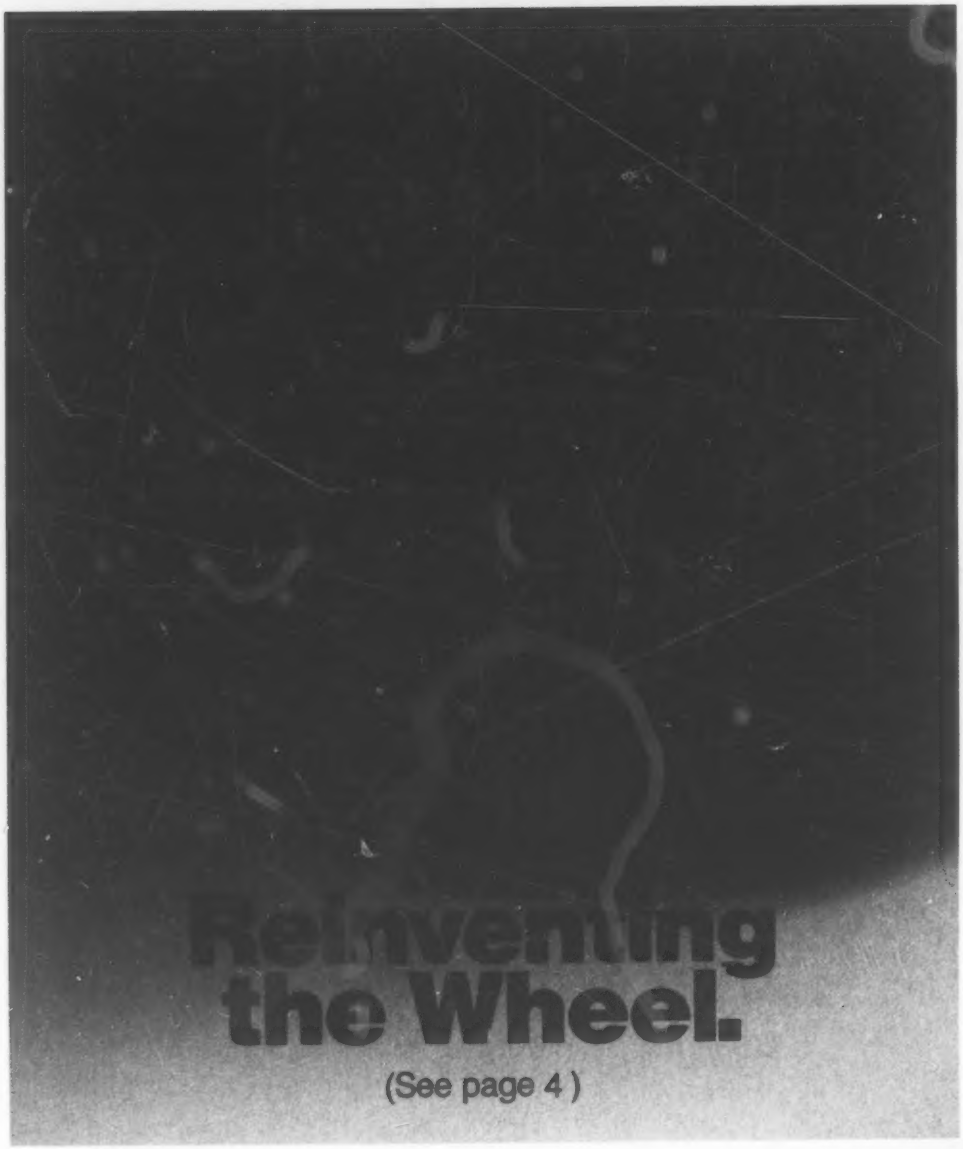
7/6/88

C 1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 4


Reinventing the Wheel.
(See page 4)

57th Year 1988

Democratic convention

Strike/fall season

Broadcasting Jul 4

Vol. 115 No. 1

Party time... Radio, television and cable newspeople are gathering in Atlanta to prepare for coverage of the Democratic National Convention. A record number of satellite newsgathering vehicles are expected to beam coverage across the country and to various countries around the world. **PAGE 25.**

Fin-syn fires... The three TV networks are working on a joint proposal to Hollywood producers that would keep half of all prime time hours under the current rules, but let the networks do what they want with the rest. **PAGE 30.**

Telco trouble? The cable industry has mixed feelings about the news that Pactel is considering a joint bid with United Artists for Rogers Cablesystems. **PAGE 32.**

29/*FALLBACK FOR FALL*

NBC Entertainment chief Brandon Tartikoff outlines contingency plans for fall schedule in the event that the writers' strike is not settled by July 4. One option, he said, will be to use old pilots that were scripted but failed to reach the schedule.

31/*FUSE LIT*

Ted Turner rolls out advertising sales of TNT at a New York luncheon, and promises to build new service around first-run fare.

34/*DISH DEAL*

A group of cable TV programers reach an agreement with home dish group to provide programing for TVRO market. Move is hoped by cable industry to end attempts pass dish legislation.

35/*DIAL C FOR CABLE*

With the telephone industry poised to enter the cable television business, BROADCASTING conducts an "At Large" interview with John Sodolski, president of the United States Telephone Association.

39/*RADIO REARRANGEMENT*

Radio entrepreneur Robert Sillerman moves and shakes his burgeoning broadcast interests with reorganization, some station trading and a partnership with Westwood One.

44/*WRITERS' STRIKE: A CABLE HIT?*

Cable programers hope to collect viewer fallout from the broadcast networks as the writers' strike continues, but cable services point out many are in the same boat as broadcast networks when it comes to scripted programing.

47/*CRAMPED QUARTERS*

The NAB has issued a white paper, entitled "Is More Necessarily Better?," asking the government to consider possible harm that could be done by overcrowding the spectrum.

47/*UP, UP AND AWAY*

TV Marti: A look at the when, where, why, why not and how much of government plans to broadcast to Cuba via balloon. With strong congressional backing, appropriation of start-up money is expected by the Senate, with little opposition seen in the House. The NAB has vowed to try and keep TV Marti from getting off the ground until project is given more study.

49/*FUNDING: BILLS AND CHANGE*

A Senate committee approves, and a House committee prepares to mark up, CPB appropriations bills. The dollar totals are identical, but in the Senate version, much of CPB's power and authority would be yielded to stations.

49/*'CASABLANCA' (SORT OF)*

The House passes a bill requiring the labeling of films that are "materially altered" or "colorized" and creating a National Film Board. The provisions are a compromise between tougher originals—that would have included title change for "altered" films, for instance—and objections of MPAA, Turner and others. The NAB says the compromise version still raises "serious copyright questions.

50/*LIBEL CRITIC*

Judge Pierre Leval, who presided over the landmark *New York Times v. Sullivan* case that established the "actual malace" standard, now says that both the press and those who charge libel would be better off with a "no fault" approach.

71/*INFORMATION PLEASE*

Veteran station broker Cecil Richards takes a hands on approach to his work, and to staying informed about a changing industry.

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BY THE NUMBERS

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to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

Comparative Renewal

■ FCC took first step toward reforming much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 open meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants. FCC maintains that implementing such process may be within its statutory power, but has opted not to, apparently for fear of usurping congressional prerogative.

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods comes to end and thousands of radio and television stations file for renewal over next few years. At moment, most prominent comparative renewal case involves CBS's WBBM-TV Chicago, whose license has been challenged by Brenda Minor, Chicago attorney. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting several other television stations.

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Crossownership

■ *Telco-cable*—National Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (Broadcasting, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, FCC regulations and Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies

Open Mike

From the trenches

EDITOR: I'd like to give one of BROADCASTING magazine's famous "standing ovations in print" to FCC Commissioner Jim Quello for his courageous remarks at the recent Broadcasting/Cable Interface II conference. His thoughtful comments on the excesses of the free marketplace ideology and some of BROADCASTING's editorials were right on the mark.

Taken to its limits, the marketplace model would do away with the public interest standard. That standard is one that many of us broadcasters accept as being in our best interest as well as the public's. It allows us to take credit at license renewal time for the various public service programing and community campaigns we bring to our much-needed regulation as must-carry rules.

Various BROADCASTING editorials have criticized what your magazine perceives as broadcasters' lack of devotion to the First Amendment—whether it be for children's television, must carry or the fairness doctrine. We do not have the luxury of operating our businesses from the lofty heights of the editorial offices. However, down here in the trenches I can assure you our principles are intact.

The public interest is not defined just by BROADCASTING magazine. We live and breathe it every day as we talk to our local audiences, as we talk to our elected members of Congress and as we talk to officials at the FCC. We must maintain a balance.

We believe it is possible to combine practical considerations with the altruistic—or as Commissioner Quello put it, "Meld the business interest of the licensees with societal responsibilities"—and still come up with a system of broadcasting that is unsurpassed by any other in the world.—*Ted L. Snider, president, Snider Corp., Little Rock, Ark.*

Public interest perspective

EDITOR: Your attack on Preston Padden's recent remarks to the Federal Communications Bar Association (BROADCASTING, June 27) ignored the central tenet of INTV's well-articulated position—that some reasonable form of social contract between broadcaster and public served is not only consistent with existing law, but to the genuine advantage of all parties.

Mr. Padden's remarks reflect his board, which is independent both by definition and by design. His directors are experienced practitioners with long-term stakes both in American freedom and in their considerable investments in the American broadcast industry. Independent broadcasters work daily in the marketplace and understand it well.

When they say that "carefully crafted and limited quantified renewal standards could prove to be far less intrusive on free speech rights than the existing statutory scheme and its accompanying mish-mash of subjective analysis and after-the-fact second guessing," attention must be paid. and when they add: "Whatever the precise formulation, some qualified restatement of the public interest standard seems most likely to achieve our goal of securing greater license stability," it is clear that careful thought has been given both to the words and to the ideas they reflect, as well as to the public policy process itself.

And, on a less theoretical level, when broadcasters generally are moving toward a position which sees clearly that "the public interest standard, and our obligation to provide a program service attuned to the needs of the community, provide substantial public policy bases upon which we can stand in asserting our need for assured access to consumers," it seems to me that it may be somewhat ill-advised for your always spirited and professional "defense" of your rigid ideological position to "rest." Instead, I hope you can look at the position so many others are taking as not only logical and reasonable, but as just as traditionally based and ideologically sound as your own.

Preston Padden may have been speaking at the direction of his independent board, but he also spoke for a substantial and growing number of broadcasters.

While your coverage of his speech was exemplary, your increasingly isolated editorial position merits rigorous review.—*Joel Chaseman, chairman, Post-Newsweek Stations Inc., Washington.*

Fee foe

EDITOR: I am writing about the new FCC spectrum fees. I believe they are outrageous. I know I have a hard time paying them. Minority groups will be left out by them. How many minority groups can afford to gamble $6,000 on a hearing, not knowing the results of it? And yet the commission wants minority groups and women to apply for broadcast stations. How can they with these outrageous fees?—*Pete Hons, manager, Mainline Communications, Portage, Pa.*

Editor's note: *All parties to a comparative hearing for a broadcast license must pay a $6,000 processing fee.*

Writer's reaction

EDITOR: Trade papers come and go, but BROADCASTING continues to set the standard for our industry. The reaction to my May 23 "Monday Memo" was staggering. Thank you for printing my thoughts.—*Robert Mounty, president, Mounty Communications Co., New York.*

The Fifth Estate
Broadcasting
incorporating
TELEVISION

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NBC takes the week in ratings

Nielsen		Net			AGB
1.	21.2/37	C	NBA Finals, game 7	1.	20.7/35
2.	17.1/31	N	Night Court	3.	16.9/30
3.	16.9/36	C	60 Minutes	3.	17.2/38
4.	16.8/29	N	NBC Sunday Movie	6.	16.8/30
5.	16.7/33	N	Cosby Show	1.	17.6/36
6.	16.7/31	N	Cheers	5.	17.0/31
7.	16.3/31	C	Murder, She Wrote	11.	15.4/30
8.	16.2/32	N	Diffferent World	8.	16.3/31
9.	16.2/28	N	NBC Tuesday Movie	9.	15.8/27
10.	15.5/34	C	Golden Girls	5.	16.6/35
11.	15.4/27	C	CBS Sunday Movie	7.	14.7/28
12.	15.1/33	N	Hunter	15.	14.1/29
13.	14.0/26	N	L.A. Law	18.	12.8/24
14.	13.9/27	A	Who's the Boss?	17.	13.0/25
15.	13.5/28	N	Alf	12.	15.2/30
16.	13.4/26	A	Head of the Class	19.	12.6/24
17.	13.4/28	N	Amen	20.	12.5/26
18.	13.3/27	A	Growing Pains	16.	13.9/28
19.	13.2/24	N	NBC Monday Movie	14.	14.3/26
20.	13.1/24	A	Perfect Strangers	21.	12.5/23
21.	13.1/24	N	Hogan Family	13.	14.8/27
22.	12.4/23	C	Newhart	22.	11.7/21
23.	11.6/22	C	Wiseguy	25.	11.1/22
24.	11.4/23	A	20/20	23.	11.6/23
25.	11.4/22	C	Equalizer	24.	11.3/21
26.	11.1/20	C	Eisenhower & Lutz	32.	10.0/18
27.	10.9/21	N	Matlock	26.	10.7/20
28.	10.8/20	A	Hooperman	28.	10.2/19
29.	10.5/21	C	Jake and the Fatman	27.	10.2/20
30.	10.2/20	A	Spenser: For Hire	39.	9.4/18
31.	10.1/20	N	Miami Vice	41.	9.1/18
32.	10.0/20	C	Blue Skies	37.	9.6/18
33.	9.9/24	N	Facts of Life	30.	10.1/23
34.	9.8/18	C	Cagney & Lacey	35.	9.7/18
35.	9.7/22	N	Big Five	34.	9.7/22
36.	9.5/19	C	CBS Friday Movie	38.	9.6/20
37.	9.4/16	A	Moonlighting	45.	8.9/15
38.	9.4/10	A	ABC Thursday Movie	29.	10.1/19
39.	9.3/16	A	Atlantic Records Spec.	52.	8.0/14
40.	9.3/17	N	My Two Dads	31.	10.0/19
41.	9.1/18	N	Family Ties	33.	9.8/20
42.	8.9/19	A	Mr. Belvedere	36.	9.6/20
43.	8.8/16	C	CBS Special Movie	42.	9.0/17
44.	8.8/20	N	Best of TV Bloopers	43.	8.9/20
45.	8.7/18	A	I Married Dora	44.	8.9/18
46.	8.6/16	A	Monday Night Baseball	49.	8.3/15
47.	8.6/19	A	Full House	40.	9.1/20
48.	8.2/17	A	Sonny Spoon, Detective	48.	8.4/17
49.	8.0/15	A	Slap Maxwell	54.	7.8/15
50.	8.0/13	A	Thirtysomething	56.	7.3/13
51.	7.9/15	C	CBS Summer Playhouse	55.	7.5/14
52.	7.8/18	A	Perfect Strangers, Friday	46.	8.7/20
53.	7.8/16	C	C. Kuralt: Try to Remember	53.	7.9/16
54.	7.6/18	C	Survival Anglia: Snakes	51.	8.1/18
55.	7.5/17	C	Beauty and the Beast	58.	7.1/16
56.	7.3/14	N	Bronx Zoo	50.	8.1/16
57.	6.8/13	N	Days, Nights of M. Dodd	59.	7.0/13
58.	6.8/13	N	Highway to Heaven	47.	8.4/16
59.	6.4/14	A	Ohara	61.	6.3/13
60.	6.4/12	A	Macgyver	65.	5.7/11
61.	6.2/13	A	Sledge Hammer!	64.	5.9/12
62.	6.2/13	C	Tour of Duty	57.	7.2/15
63.	6.2/13	N	Our House	63.	6.1/14
64.	5.9/13	A	Disney Sunday Movie	66.	5.1/11
65.	5.8/13	C	West 57th	60.	6.9/15
66.	5.5/13	A	Probe	62.	6.2/14
67.	5.3/11	A	Hotel	67.	5.0/11

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The Media

The uneasy gestation of TV Marti

Plan for service to Cuba has numerous backers in Congress and administration, but NAB has allies on Hill too, and vows to fight

TV Marti is one of those ideas that its backers say "can't miss." If you liked Radio Marti, they say in effect, you'll love the TV version. After all, as Senator Ernest Hollings (D-S.C.), one of the project's principal backers in Congress, put it: "Everyone knows the effectiveness of television." The apparent appeal greased the way for a $7.5-million appropriation for start-up money for TV Marti to slide through the appropriations subcommittee Hollings heads and then through the full committee (BROADCASTING, June 20, 27). Approval by the full Senate seems certain, and there are no signs of opposition in the House, which has yet to consider the matter.

And yet, TV Marti and the six hours of programing contemplated for it—from family entertainment at 6 p.m. through drama, news, variety and music to public affairs from 11:30 p.m. to midnight—may not be a sure thing, even if the administration is behind it and Vice President Bush's office is working with the Department of Defense to find a site for the station, which is to operate from a tethered balloon at least 10,000 feet above Cudjoe Key, Fla. Certainly, the National Association of Broadcasters hopes it is not a sure thing. The NAB has expressed concern that the station will cause interference to American stations and that even if it does not, Cuba may turn its stations loose to cause interference. NAB also argues that a TV Marti could be jammed easily.

Such concerns are brushed off by some backers of the project. They say they have heard them all before, in connection with the trade association's opposition to Radio Marti. It went on the air three years ago, broadcasting news, public affairs and entertainment programs to Cuba, apparently attracting and holding an appreciative audience without causing Fidel Castro to retaliate in kind. It did cause him to abort an agreement with the U.S. providing for the emigration to the U.S. of Cuban refugees. But that's another story. Besides, the agreement has since been reinstated. NAB, one of TV Marti's backers said, is "crying wolf again."

But NAB is not backing off. Two weeks ago its joint boards adopted a resolution calling on Congress to write protection against interference to American stations into TV Marti legislation, as well as authorization for the provision of compensation to radio or television stations harmed by Cuban "retaliation"—and threatening to "take all appropriate steps to defeat" the legislation if it did not contain those provisions. They are not in the legislation passed by the Senate Appropriations Committee. And the NAB is taking the steps it has promised.

On the same day the joint boards adopted the resolution, Senator Claiborne Pell (D-R.I.), chairman of the Senate Foreign Relations Committee, placed a statement in the *Congressional Record* raising questions about the TV Marti project, both as to its merits and the manner in which the proposal was moving through Congress. The statement not only noted NAB's objections; it said a U.S. government-owned television offer diverse programing," the paper maintains.

Broadcasting is not like other industries, states the NAB. Nor is "survival of the fittest" the best approach for broadcast regulation. Stations are not all equal. "There are different classes with different power limits and different hours of operation," which makes it difficult for broadcasters to compete, the paper points out.

The expansion of the AM band has already caused interference problems, says NAB. "If the airways get cluttered with new stations and interference levels are increased, the public will not be able to fully enjoy the quality broadcast signal it deserves."

Broadcasters, the paper claims, "are not afraid of competition, but are afraid of a marketplace so congested with stations that, for technical economic reasons, no one can compete effectively. The obvious result will be a diminution of overall service to the community." ☐

Veronis, Suhler & Associates, Five-Year Forecast

	1987 (000,000)	1992 (000,000)	% increase 1987-1992
Network TV advertising	$8,830	$13,250	8.5%
Spot TV advertising	$6,830	$11,850	11.7%
Local TV advertising	$6,900	$13,200	13.9%
Total TV advertising	$22,560	$38,300	11.2%
Pay cable subscriptions	$3,600	$4,300	3.6%
Basic cable subscriptions	$5,600	$9,200	10.4%
National cable advertising	$ 865	$1,900	17.0%
Local cable advertising	$ 215	$ 550	20.7%
Total cable TV	$10,290	$15,950	9.2%
TV network program buying	$3,610	$5,190	7.5%
TV station program buying	$1,500	$2,370	9.6%
Cable program buying	$2,300	$3,850	10.9%
Total television program expenditures	$7,410	$11,410	9.0%
Network radio advertising	$405	$650	9.9%
Spot radio advertising	$1,320	$2,000	8.7%
Local radio advertising	$5,515	$9,000	10.3%
Total radio advertising	$7,240	$11,650	10.0%

TVB members want association to increase local sales

Membership of the Television Bureau of Advertising (TVB) wants the New York-based trade organization to concentrate most of its efforts on promoting local sales. That wish was made known in a just-completed survey of member and non-member stations by Butterfield Communications Group, which was commissioned by TVB.

The general managers and general sales managers commenting were pessimistic on the outlook for national sales, said the Butterfield survey: "They view national sales as linked to an uncertain general economy and also view national as highly competitive at virtually every level where dollar decisions are made. National spot continues to lose ground to promotion, barter, print and cable—a trend that broadcasters do not see as immediately reversible." Those responding said the chief difficulties facing national sales are computerization of buying and planning (61% said it had a negative effect, 23% positive), mergers of agencies and advertisers (70% and 3%) and increased use of barter (92% and 3%); those not indicating a positive or negative effect said they did not know.

Smaller stations, in particular, said TVB should focus on local sales and "market specific" support services. Among the support services particularly desired were "market-specific materials and orientation" and "more direct sales calls" by TVB field representatives.

Many of those responding to the survey also indicated a desire for help in training station sales forces. A third area of service expected from TVB was "effective research and support materials." Here the organization scored well, with over 80% of respondents indicating that materials which TVB currently provided were either "mostly" or "somewhat" useful. Materials were said to be particularly useful if they were market-specific, condensed and concise, current and adaptable to varying levels of sophistication.

Where TVB scored less well was in its feedback to membership, which a majority of GM's and GSM's described as "unsatisfactory": "They want to be asked more often where they are going and what assistance they need from the bureau to get there." Those responding also said they wanted to see TVB serve as a "...spokesman/advocate on other broadcast issues such as computerized buying, clutter, electronic invoicing, etc." ☐

Satellite■Footprints

Soviet markets. For $22 per minute, U.S. and other radio broadcasters will now be able to feed 14 khz stereo audio from the Soviet Union, according to IDB Communications, which has announced a five-year deal with a profit-making arm of the Soviet Ministry of Posts and Telecommunications to maintain a C-band satellite earth station at Bear Lake outside Moscow. The agreement, said IDB, calls for a 50-50 profit split. "Right away, the U.S. media will most likely be the main users of this new service," said IDB director of telecommunications services, Bill Wisniewski, although businesses seeking voice, data, compressed video and telephone services "are also showing a great deal of interest in the permanent link." Although the services will not be fully operational until the end of July, occasional-use U.S. radio customers are already using the Moscow link and full-time radio user leases are being negotiated, IDB President Jeffrey Sudikoff told BROADCASTING last week.

On July 3, in a separate undertaking, IDB will transmit a 90-minute digital audio feed of recording artist Bruce Springsteen's Stockholm concert "for distribution to radio stations around the world," including an 11:30 a.m. NYT live broadcast in the U.S.

Dialing in the dishes. In answer to TVRO market criticism that PBS clear feeds are not all on one clear channel or concurrent with PBS's regular national schedule, PBS has produced the first issue of a monthly clear feed schedule to be distributed locally via public TV stations. PBS had already been providing clear feed schedules through home dish publications. PBS senior vice president of policy and planning, Michael Hobbs, told the House Telecommunications Subcommittee that, because reception of stereo audio and a new narrator audio service for the visually impaired is dependent on the Videocipher II descrambler, PBS wishes to continue offering those "enhanced and expanded" services via VC-II encoding. A copy of the July schedule can be obtained by sending a stamped, self-addressed envelope to PBS Satellite Scheduling, 1320 Braddock Place, Alexandria, Va., 22314.

Made in the U.S.A. Following approval by the Australian government earlier this month, Hughes Aircraft has been named to build two satellites to replace Australia's Aussat 1 and Aussat 2 birds, due to reach the end of their operational lives in December 1992 and June 1993, respectively. The agreement, to be signed by the end of this week, according to Hughes, "could be valued as high as $500 million."

The first launch, said Hughes, is expected in late 1991. According to Aussat Pty. Ltd., each of the HS 601 birds is designed for a 15-year useful life and will carry 15 50-watt Ku-band transponders for Australian broadcasting services and telecommunications, one 150-watt, L-band transponder for mobile satellite services and "an experimental Ka-band beacon."

7/12/88

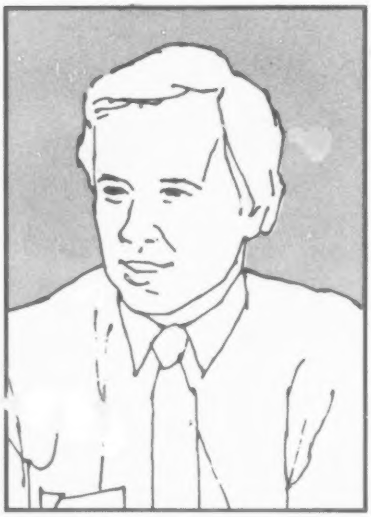
C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 11

"And the ratings speak for themselves."



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President
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57th Year 1988

Vol. 115 No. 2

Broadcasting Jul 11

TV nervousness...

Possible breakup of Gillett group leaves some wondering if this is first of major station ownership exits. **Page 35.**

Bringing it home...

For individual radio and television stations and developing networks, Democratic and Republican national conventions offer opportunity to provide kind of service not available from national networks: local angle on national political party gatherings. For Democratic meeting, so far, 338 TV stations and 275 radio outlets are expected in Atlanta. **PAGE 36.**

Dream makers...

Part one of BROADCASTING's special report on "The Powers That Be in Hollywood" focuses on major studios, offering glimpse of who's who in dream capital of world. **PAGE 43.**

40/*UPFRONT AD SALES*

Roughly $3 billion of advertising is being committed to next season's prime time TV schedule, according to three networks' sales chiefs.

37/*MEDIA PRESENCE*

Sidebar to next week's Democratic national convention in Atlanta will be presence of Fifth Estate executives, their Washington lobbyists and industry trade associations, many of whom have planned special events, receptions and dinners for congressional policymakers and party leaders attending convention.

38/*UPLINK INFORMATION*

Only 55 transportable satellite vehicles are expected at Democratic national convention in Atlanta, down from estimates of 100 year ago.

39/*TIME FOR 'WAR'*

ABC says it will broadcast 18 hours of its epic mini-series, *War and Remembrance*, during November sweeps, with remainder of program airing in 1989. There is also talk of network stripping repeats of four of its strongest comedies during prime time from mid-September to early October.

Jane Seymour and Sir John Gielgud in ABC's 'War and Remembrance'

39/*INTERIM CONTRACT*

Members of Writers Guild of America overwhelmingly ratify new interim contract for independent producers.

41/*CAUGHT IN MIDDLE*

Superstation bill (H.R. 2848) gets entangled in jurisdictional dispute between Commerce and Judiciary Committees.

61/*BRITISH BUY*

MTM Enterprises, which has produced such shows as *The Mary Tyler Moore Show, Hill Street Blues* and *Remington Steele*, is sold to Britain's Television South for $320 million.

61/*SHOPPING SPREE*

Shop Around the World, one-hour home shopping program hosted by actress Elke Sommer and geared to TVRO universe, debuts July 16.

65/*SUB SNUB*

Springfield Utility Board decides it won't launch MMDS system in Springfield, Ore., to compete against Tele-Communications Inc. However, TCI may still face some MMDS competition from local group.

70/*MERGER LEGACY*

After earlier merger boom, Fifth Estate firms are undergoing financial restructuring to convert short-term debt into long-term financing.

71/*TWO VIEWS*

According to Katz Radio Group, industry's two local market radio audience measurement services—Arbitron and Birch Radio—continue to provide "significantly different" pictures of radio listening.

87/*MAN BEHIND THE EMPIRE*

Rupert Murdoch, chief executive officer of News Corp. Ltd., was just 22 when he returned to Australia to take over two family-controlled newspapers. By time he was 30, he had expanded company to include radio and TV interests at home and abroad.

88/*PROVISIONAL LINEUP*

CBS announces interim fall schedule.

89/*IN DEFENSE OF*

In U.S. Court of Appeals brief, FCC defends its fairness doctrine repeal.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's[1]**	**TOTAL ***
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of total TV household universe of 88.6 million.
[1] Construction permit. [2] Instructional television fixed service. [3] Studio-transmitter link.

into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

Comparative Renewal

FCC took first step toward reforming much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 open meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants. FCC maintains that implementing such process may be within its statutory power, but has opted not to, apparently for fear of usurping congressional prerogative.

Talk of reform comes as renewal hiatus caused by lengthening of renewal periods comes to end and thousands of radio and television stations file for renewal over next few years. At moment, most prominent comparative renewal case involves CBS's WBBM-TV Chicago, whose license has been challenged by Brenda Minor, Chicago attorney. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure two weeks ago (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—National Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, FCC regulations and Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to

Open Mike

Ice cream question

EDITOR: An analogy implies that if you can draw a similarity of two or more items between things otherwise diverse they will probably agree with each other in other respects. And so Gary J. Worth, in his May 30 "Monday Memo," draws an analogy between TV programing and an ice cream parlor.

Although I know not where to find his "vanilla only" parlor, I do live every day with his "zero sum" (I prefer "homogeneous") programing. I understand his point, but as he is president of a television company involved in production, syndication, home video, and satellite program delivery, his words and motives are suspect.

I take exception to his statement that, "...most people will accept the vanilla anyway. You did, right?" Wrong! If Mr. Worth believes this to be true, why then did he write the memo? [Rhetorical question.] ("I'm mad as hell and I'm not going to take it anymore" happened many times, and long before "Network.")

Certainly, he knows full well that cable and program companies (including his own WesternWorld) have long coveted the major networks' stranglehold on the broadcast market. Now, it would appear, the cable industry has captured a significant share of that market.

While I understand Mr. Worth's use of the word "narrowcasting," I see it differently. To me, "narrowcasting" is to "broadcasting" as "narrowminded" is to "broadminded," and, whether by chance or blind bargain, the cable industry has fortuitously put the "broad" into broadcasting.

The "vanilla only" ice cream parlor analogy can be applied to all the limited choices we face every day. Choices that result in homogeneous products and services (i.e., top-20 programing, pollution, orphan drugs, endangered species, acid rain, mediocre leaders, ad infinitum). We are all too familiar with this dilemma. The question is, do we want to solve it, and if so, how?

The ingredients of: the bottom line, caution, greed, complacency and apathy are the foundation for the play-it-safe attitude found among many decision makers. This evokes a preoccupation with sales, mass-appeal, and numbers, which leads to the neglect of imagination, creativity, and development—which leads to "vanilla only," homogeneous programing, et al.

It's a vicious cycle, but the "chocolate mocha supreme" is out there. Some innovative visionary leader with lots of chutzpa will create it and serve it up. The copycats with the play-it-safe mentality will then jump on the bandwagon and thousands of "chocolate mocha supreme" ice cream parlors will spring up all over.—*Art Vincent, Jazznet, The Art of Jazz Network Inc., Red Bank, N.J.*

Response to the response to the response

EDITOR: In regard to "Response rise" in the May 16 "Riding Gain" and "Arbitron response" in the June 13 "Open Mike," the report on response rates and the subsequent comment on it sounds like one of the comical vaudeville routines of an earlier day—where the humor results from the logical contradictions of what's said and how it is said.

Perhaps you have to be a technical type to hear it that way, but it seems humorously illogical to contend as they do that an "almost" 50% response rate is good; that bribing, coercing and manipulating the survey respondents to increase response rates are an OK way to improve the reliability of the ratings they generate, and, that the half (or more) that *do not* respond to their surveys possess the same behavioral, psychographic, demographic, etc. characteristics as those that do.

Silly as it sounds, the unresponding half of anything can't be assumed to be the same as the responding half. They differ on a very big and a very important point: They don't respond to the radio listening surveys. So who can know for sure what other characteristics they possess, or what radio stations they prefer and listen to?

Everyone knows people do things for reasons, and the people and the reasons can be tallied and quantified. Sometimes they know and will say what the reasons are; sometimes they don't or won't say what they are.

The reasons for not responding are as unknown as the survey nonrespondents are. Perhaps the nonrespondents are tired of the poking and the probing. Tired of the prying and the spying. Tired of what the ratings, and the pursuit of them, have done to their preferred stations or their favorite programs.—*Ronald F. Balonis, chief engineer,* WILK(AM) *Wilkes-Barre, Pa.*

Correction

EDITOR: thank you for your very kind "Fifth Estater" profile (BROADCASTING, July 4), but I must hasten to request a correction. Ray Hamilton is very much alive and well and enjoying retirement at 470 Third Street South in St. Petersburg, Fla. 33701. I am sure he would appreciate hearing from his many friends in the industry. *Cecil L. Richards, president, Cecil L. Richards Inc., Falls Church, Va.*

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Superstation bill gets caught between committees

Regulating satellite feeds of superstation signals to TVRO owners hits slow track in House

A House bill (H.R. 2848) that would create a compulsory license for the satellite distribution of broadcast signals—superstations—to backyard satellite dish (TVRO) owners has become entangled in a jurisdictional dispute between the Commerce and Judiciary Committees. Given the controversial nature of the measure and the possibility that the bill will be routed to Commerce (there are only nine weeks left on the congressional calendar), the chances for quick House action have greatly diminished.

Last week, Judiciary's Copyright Subcommittee approved a revised version of the legislation, but House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is threatening to request a referral once the legislation leaves Judiciary, unless certain provisions that affect communications policy are removed. Not only would a referral to Commerce slow down the process, but Copyright Subcommittee member Bruce Morrison (D-Conn.) says he would like to see cable's compulsory copyright license sunset just as the satellite license is phased out (in six years) under the bill. Morrison's goal would create further complications for H.R. 2848.

It is anticipated the bill will undergo further refinements. The broadcast networks are seeking clarifications, and there may be an effort to strike the legislation's grandfather clause, which would define superstations as those broadcast stations that are "already in existence [as of April 1, 1988] or that receive penetration in 10% of cable households."

Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), at the urging of subcommittee members Mike Synar (D-Okla.) and Rick Boucher (D-Va.), who also serve on Commerce, was prepared to withdraw a provision that would require the FCC to initiate a combined inquiry and rulemaking for a syndicated exclusivity rule for TVRO.

But others objected to the move and suggested the subcommittee not be intimidated by Commerce. "I think we ought to hold our fire until we have an agreement (with Commerce). It is important for this committee to be a decision maker," commented Morrison. Representative Benjamin Cardin (D-Md.) agreed, and the subcommittee left the syndex language in.

Synar told the subcommittee that taking syndex out would alleviate Dingell's jurisdictional concerns. Moreover, he indicated the issue could be resolved by Commerce when it considers further action on H.R. 1885, a home satellite bill that would regulate the TVRO industry. But that measure is not believed to be on a fast track, and there are other sections that will likely trigger Commerce's interest, including the bill's definition of a network wnite area that allows the retransmission of network signals by satellite carriers in underserved areas. Moreover, H.R. 2848 would require the FCC to report to Congress "on whether, and to what extent, [price] discrimination exists pursuant to the Communications Act of 1934 and the rules and regulations of the Commission."

Considering Boucher's comments, the legislation appears headed for Commerce anyway. In making the case to eliminate the syndex section, he told subcommittee members the language could be reinserted when H.R.2848 moves to Commerce. And Kastenmeier admitted the jurisdictional question had not been completely resolved. The chairman was anxious to see the measure at least pass through the subcommittee and suggested these issues could be solved later.

H.R. 2848 has had a troubled past, but the latest version of the bill is believed, for the most part, to have won support from industry groups. With the addition of the syndex portion, the Association of Independent Television Stations is no longer opposing the measure. The Motion Picture Association of America and the National Cable Television Association have also dropped their objections. MPAA was said to have abandoned its drive to restrict the license to C-band in return for a shorter license (which was reduced from eight to six years). The bill also enjoys the backing of the Satellite Broadcasting and Communications Association. ☐

Site fight sends KTVX, WTCI to court

KTVX(TV) Salt Lake City and Western Tele-Communications Inc. have gotten into a legal squabble involving WTCI's microwave distribution site and carriage of KTVX's signals on Tele-Communications Inc. cable systems beyond the Utah border.

WTCI is owned by WestMarc Communications, which is majority-owned by TCI. WTCI subleases property from KTVX for a microwave link in northeast Utah. The lease site carries message traffic between San Francisco and Denver, and voice and Salt Lake City TV signals to cable systems in other western states. The lease expired June 30, and KTVX wanted to renew the lease predicated on a continued on-channel carriage commitment of its signal on TCI cable systems in Wyoming, Montana and Utah, attorneys for both sides said.

WTCI objected and sought an injunction in federal district court to prevent KTVX from kicking it off the site for failure to guarantee signal carriage. It cited the disruption in voice and television service that would occur, and the judge granted its request. The parties are now in negotiations to settle the dispute.

A number of factors have caused TCI to re-examine its carriage of Salt Lake City broadcasters beyond the state: microwave costs of over $1 million and the reimposition of syndicated exclusivity and its network duplication component. In many TCI systems in Idaho, Montana and Wyoming, two sets of network affiliates from two different cities are carried, and the expectation is that local broadcasters will seek to enforce syndex contracts when it returns.

One solution TCI has floated is that out-of-state broadcasters, whose signals could be prone to blackouts, combine to program one channel, which would provide out-of-state subscribers with a Salt Lake City component. Complicating the equation is the greater preponderance of ABC affiliates in the region, making importation of KTVX less likely than other stations in markets where less than three affiliates exist. ☐

Cable ratings mixed in second quarter

Ratings for the cable programing services in the second quarter of 1988 were mixed, compared to last year. WTBS Atlanta, Lifetime and Arts & Entertainment all showed ratings increases in prime time, while ratings at ESPN, USA, CNN/Headline News, Nashville, Discovery and CBN fell from quarter to quarter.

	Prime time rating			*Full schedule rating*		
	2nd quarter '88		*2nd quarter '87*	*2nd quarter '88*		*2nd quarter '87*
Service		*(Households)*			*(Households)*	
WTBS	3.1	(1,401,000)	2.9	1.8	(814,000)	1.5
USA	1.6	(699,000)	1.7	0.9	(393,000)	0.9
CNN/Headline	1.3	(607,000)	1.6	0.8	(374,000)	1.0
ESPN	1.3	(571,000)	1.4	0.6	(264,000)	0.7
Nashville	1.1	(448,000)	1.3	0.5	(203,000)	0.6
Lifetime	1.1	(438,000)	0.7	0.6	(238,000)	0.5
Discovery	0.8	(258,000)	1.0	0.4	(129,000)	0.6
CBN	0.6	(245,000)	0.8	0.5	(204,000)	0.6
A&E	0.6	(206,000)	0.4	0.4	(137,000)	0.3
Nickelodeon				1.0	(412,000)	0.9
MTV				0.6	(256,000)	0.5
Nick at Nite				0.5	(185,000)	0.4
VH-1				0.3	(83,000)	0.3
FNN				0.2	(58,000)	0.2

NBC takes 41st week, CBS takes news

Nielsen	□	Net	□ Show	□	AGB
1.	18.9/33	N	NBC Monday Movie	2.	18.1/32
2.	17.5/31	N	Night Court	4.	17.6/32
3.	17.2/32	N	Cheers	3.	17.7/32
4.	16.6/33	N	Cosby Show	1.	19.7/38
5.	16.5/32	N	Different World	5.	17.4/33
6.	15.4/29	N	L.A. Law	7.	15.3/28
7.	15.1/34	N	Golden Girls	6.	17.1/38
8.	14.9/29	N	ALF	8.	15.0/30
9.	14.0/27	A	Who's the Boss?	9.	14.3/28
10.	13.8/26	N	Hogan Family	11.	13.6/26
11.	13.6/30	C	CBS Sunday Movie	14.	12.9/28
12.	13.2/25	A	Head of the Class	13.	13.0/24
13.	13.2/30	N	Amen	10.	14.2/32
14.	12.9/26	A	Growing Pains	16.	12.5/25
15.	12.9/24	A	Perfect Strangers, Tue.	12.	13.4/25
16.	12.7/31	C	Murder, She Wrote	20.	11.8/29
17.	12.7/28	N	Hunter	17.	12.1/27
18.	12.5/33	C	60 Minutes	18.	11.9/33
19.	12.4/24	N	Matlock	15.	12.6/24
20.	11.7/21	C	Newhart	23.	11.4/21
21.	11.6/20	C	Designing Women	25.	11.1/19
22.	11.2/21	A	Hooperman	34.	10.1/18
23.	11.1/21	C	Blue Skies	33.	10.3/20
24.	11.1/20	N	J.J. Starbuck	28.	10.6/19
25.	11.0/24	N	NBC Sunday Movie	31.	10.4/23
26.	10.9/23	N	Miami Vice	29.	10.5/22
27.	10.8/22	A	20/20	21.	11.8/24
28.	10.7/21	C	48 Hours	24.	11.1/21
29.	10.7/20	C	Equalizer	19.	11.9/21
30.	10.7/26	N	227	22.	11.7/27
31.	10.6/19	A	Moonlighting	37.	9.9/18
32.	10.6/21	C	Wiseguy	26.	11.0/21
33.	10.6/20	N	Summer Showcase *	27.	10.9/21
34.	10.1/18	C	Magnum, P.I.	39.	9.6/17
35.	10.0/18	A	Thirtysomething	52.	8.1/15
36.	9.8/21	A	Mr. Belvedere	30.	10.4/21
37.	9.7/25	N	Facts of Life	35.	10.1/25
38.	9.4/17	C	CBS Tuesday Movie	38.	9.8/18
39.	9.3/20	A	Full House	41.	9.2/19
40.	9.3/18	C	Jake and the Fatman	32.	10.4/20
41.	9.2/18	A	Spenser: For Hire	44.	9.0/17
42.	9.2/19	A	I Married Dora	36.	10.0/20
43.	9.1/20	A	Perfect Strangers, Fri.	43.	9.1/20
44.	9.0/16	C	Simon and Simon	40.	9.4/17
45.	8.9/18	N	Sonny Spoon, Detective	45.	8.9/18
46.	8.5/16	A	Monday Night Baseball	51.	8.2/15
47.	8.5/16	A	Slap Maxwell Story	53.	7.9/14
48.	8.2/18	C	Beauty and the Beast	47.	8.5/19
49.	8.1/15	C	Cagney and Lacey	46.	8.8/16
50.	8.1/16	N	Bronx Zoo	50.	8.3/16
51.	7.8/15	N	Highway to Heaven	48.	8.5/16
52.	7.5/14	N	Days, Nights of M. Dodd	56.	7.3/13
53.	7.3/16	N	Best of TV Bloopers	42.	9.1/20
54.	7.3/17	N	My Two Dads	59.	7.0/17
55.	7.2/15	C	CBS Friday Movie	55.	7.4/15
56.	7.2/18	N	Family Ties	60.	6.9/17
57.	7.0/13	N	Mama's Boy	49.	8.4/15
58.	6.9/15	C	West 57th	57.	7.1/16
59.	6.5/15	C	Tour of Duty	64.	6.2/14
60.	6.4/14	A	Star Spangled Celebration	54.	7.8/17
61.	6.4/12	A	Hothouse *	58.	7.1/13
62.	6.4/16	C	High Mountain Rangers	61.	6.4/15
63.	6.2/12	A	Sledge Hammer!	65.	5.7/11
64.	5.7/11	A	Charmings	63.	6.2/12
65.	5.7/11	C	CBS Summer Playhouse	62.	6.3/12
66.	5.2/12	A	Hotel	67.	5.2/12
67.	4.9/12	A	MacGyver	66.	5.3/13
68.	4.9/13	A	Disney Sunday Movie	68.	5.1/14
69.	4.7/11	A	Supercarrier	69.	4.8/11
70.	4.7/13	N	Rags to Riches	71.	4.3/12
71.	3.9/9	A	Home Again	70.	4.5/10

* Indicates premiere episode

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Telecastings

VCR usage

A report by AGB Television Research on VCR usage in 986 households containing 2,652 people shows that, in prime time, an average of almost three persons (2.97) per household watch prerecorded tapes, more than two (2.15) watch home-recorded tapes and less than two (1.69) watch regular television programing. The study also shows that children under 18 spend an average of 3.4 hours a week watching prerecorded and home-recorded tapes in VCR households, and that adults average 2.3 hours a week. Of all VCR viewing, prerecorded cassettes account for 87% of all viewing by children and teen-agers; 78% of all adult viewing.

Talking back to TV

Interactive television systems in which the viewer can in some way participate with what is happening on his screen have long had difficulty in establishing themselves in cable and terrestrial broadcasting. Two current interactive proposals by TVAnswer, McLean, Va., and Radio Telecom and Technology, Cerritos, Calif., face opposition because of the need for each station to be allocated extra radio frequency space. But a Vero Beach, Fla., inventor has received a patent for a system he claims will be successful because it avoids the expense and regulatory problems associated with using additional spectrum. With Henry Von Kohorn's system, homes do not have to be wired and the program originator does not receive any radio frequency signal from the home. "It is, therefore, not a truly interactive system," he said.

Von Kohorn's invention is designed to be used during a quiz show or any program that involves questions and answers. An electronic black box with a built-in keyboard and printer would be connected to the home to record "response criteria"—the answers that are transmitted by the station simultaneously with the asking of the questions on the program. Response criteria could be transmitted either through a sideband or the vertical blanking interval, Von Kohorn said. The show producers would be responsible for providing response criteria to the stations.

Viewers would answer the questions on their keyboards, and if they answer correctly, the printer will instantly issue a coupon as a prize. The prize could be a discount on a retail product such as clip-out newspaper coupons, Von Kohorn said, or could be used for discounts on home shopping merchandise. The cost to the consumer would be the price of the box, which would not be expensive, Von Kohorn said. Additional expense for broadcasters, he said, would also be slight. The equipment necessary to send the response criteria exists and is already in place in some TV stations. "And you need no authorization from any of the regulatory agencies" to implement the system, he said.

Down on DA's

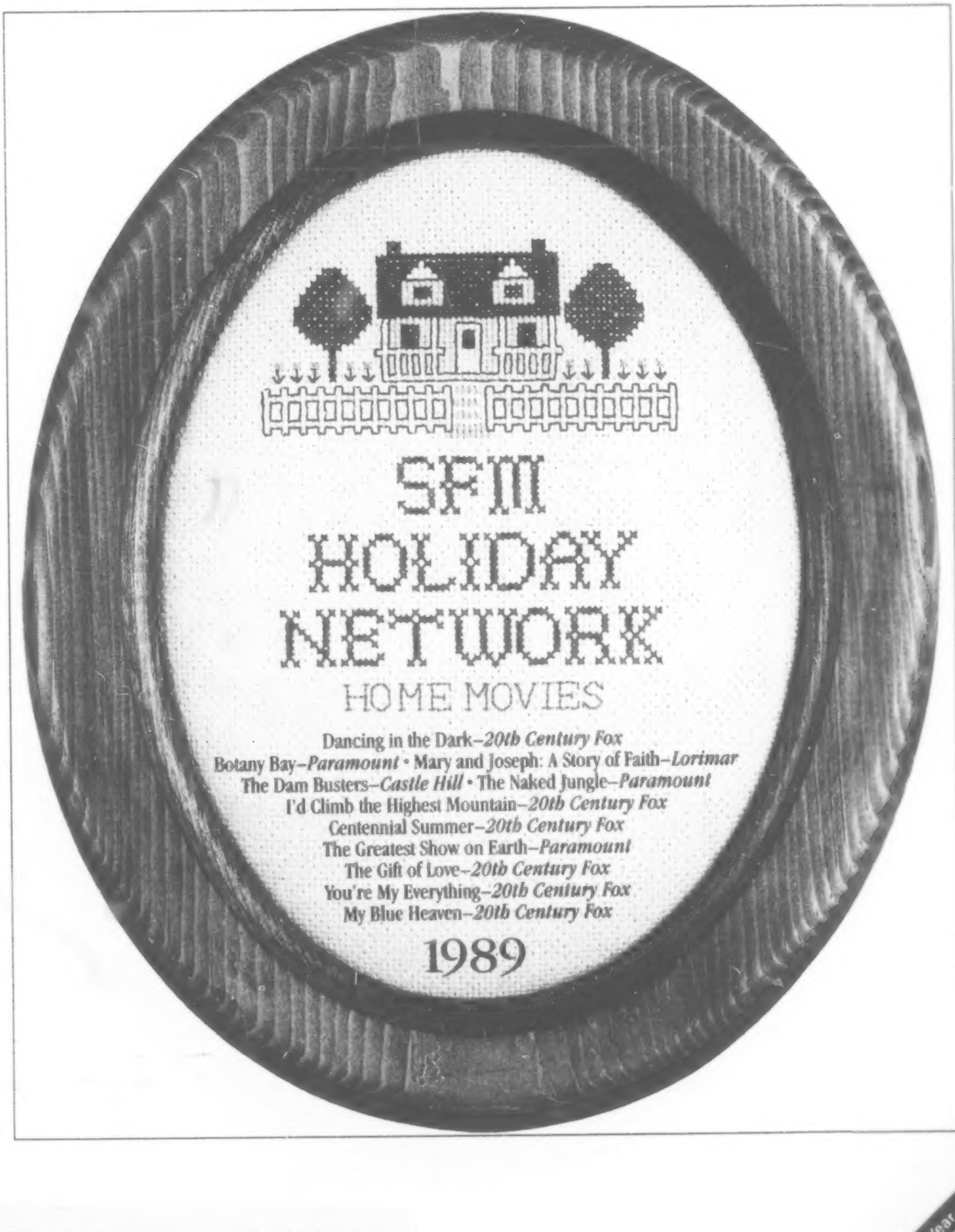
In response to an FCC inquiry on several questions relating to the commission's technical regulations for TV broadcast facilities, the National Association of Broadcasters filed comments opposing a proposal to eliminate the criteria for TV directional antennas. NAB claimed the rationale for the present directional antenna rules are still valid and that in special cases, broadcasters have encountered no problems in getting waivers from the commission. "The use of highly directional

7/19/88 C 1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 18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CBS changes... Larry Tisch names Howard Stringer to replace Gene Jankowski as president of CBS/Broadcast Group; David Burke recruited from ABC to succeed Stringer. **PAGE 27.**

CBS executives (l-r) Jankowski, Tisch and Stringer and ABC's Burke face press.

Strike situation... Major producers make plans to get back to work, one way or another; group of writers plans to resign from WGA, and Writers Guild files antitrust suit against producers and broadcast networks. **PAGE 29.**

Looking skyward... New generation of satellites must be launched in 1990's as current birds reach ends of their useful lives. In this special report, BROADCASTING talks to satellite operators and to broadcast and cable networks that have begun assessing their options for future. **PAGE 39.**

33/CHALLENGE SETTLED

Attorneys for CBS O&O WBBM-TV Chicago and Center City Communications, competing applicant in station's comparative renewal hearing, reach settlement agreement.

34/GOP SUMMIT IN THE SUPERDOME

As Democratic national convention gets underway, Republicans are already moving into New Orlean's Superdome for their own meeting.

32/STATE OF TV STATION SALES

Station brokers and investment bankers see opportunity for profitable sales in TV station business, especially network affiliates. Good news, say traders, is that there are more than enough buyers to go around.

61/LIGHTS OUT

HBO Inc. says because of lack of channel capacity, company will cancel Festival, its year-old pay TV channel.

62/KING WORLD'S LATEST SPIN

Under direction of former ad man Jeffrey Grant, King World creates new division to develop original programing with creative and financial support from advertisers.

60/LEAN AND SEEN

With six-person full-time staff, including Marcy Carsey and Tom Werner, Carsey-Werner Co. produces number-one rated program in prime time, top-rated new program and new comedy picked up by ABC.

Carsey (l) and Werner

66/HILL FOCUS ON CPB

House Energy and Commerce Committee approves bill that would authorize spending levels for Corporation for Public Broadcasting during fiscal 1991, '92 and '93. But administration calls for freeze on Corporation spending.

68/SOUNDS OF MUSIC

According to just-released spring 1988 Arbitron local market reports, contemporary hit radio continues to dominate New York radio and urban contemporary holds lead in Chicago and Los Angeles.

71/ANGLE IN ATLANTA

Jesse Jackson's reaction to Michael Dukakis's selection of Lloyd Bentsen (D-Tex.) as his vice presidential running mate is shaping up to be dramatic media story of Democratic national convention in Atlanta this week.

Jesse Jackson

72/MAKING OPPOSITION KNOWN

Meredith Broadcasting Group drops its INTV membership, saying it is unhappy with association's position on First Amendment issues.

95/ALL-STAR QUALITY

Daniel McMullen Armstrong, chief of FCC's litigation division, gets high marks from both sides of bench.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's[1]**	**TOTAL ***
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,963	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE †	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

ing bill, although it stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted. ACT June 17 also filed petition at FCC to add one other element to its investigation: allegation that advertisers (mainly toy manufacturers) are making, and nonnetwork TV stations are airing, second set of commercials that internal network policies prohibit.

Crossownership

■ *Telco-cable*—National Telecommunications and Information Administration, in report on cable television regulation, has recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, FCC regulations and Cable Act, as well as modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, now are seen as barriers to such crossownership. National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. FCC is expected to call for further comments at this week's FCC meeting (July 21). Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York. In wake of court decision, Murdoch could seek further waiver to allow him to keep WFXT(TV) Boston and *Boston Herald* in lieu of selling one or other. But, instead, he has asked to keep both by placing station in irrevocable trust (BROADCASTING, June 20, 1988).

Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use

CPB resolutions may prove moot. Package of resolutions, in future budgets, would "focus CPB's resources on limited number of higher priority issues" with "measurable" contribution to programing as single criterion for each budget decision. Board also resolved to extend use of all appropriate programing for educational purposes and approved radio program fund top priority of creating "major new services and series."

NPR board of directors is scheduled to meet July 13-14 to address 1989 capital budget, satellite interconnection costs, program access policy and public radio expansion plans.

PBS and National Cable Television Association appointed liaisons in early May to discuss channel placement issues with respective camps.

PBS board April 13 approved $24.7-million fiscal 1989 budget. NAPTS board approved $1.9-million budget that same day. At May Public Radio Conference in St. Louis, NPR adopted $29.4-million FY 1989 operating budget.

Scrambling

■ Due to latest developments on Capitol Hill and in marketplace (BROADCASTING, July 4), prospects for passage of legislation regulating home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure next week after Democratic convention. Both House and Senate bills would mandate that cable programers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Gore will offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, last week House Copyright Subcommittee passed legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners. However, bill's future is unclear because it has become entangled in jurisdictional dispute between copyright and House Energy and Commerce Committees (BROADCASTING, July 11). Commerce is likely to request referral once bill moves from parent Judiciary Committee which will slow down legislative process at time when there are fewer than nine weeks on congressional calendar.

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Syndex

At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programing against cable systems.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programing on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programing on signals duplicates that on local television stations. Under syndex rules, stations could force cable systems to delete duplicative programing.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programing, but said benefits outweight costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and systems with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable. ■

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TV station sales: the list grows longer

High debts and sluggish ad sales are forcing many stations to the block; brokers see boom growing

Whither goest the TV station trading market? The word last week that George Gillett was shopping some of his properties sent a shiver of concern down the collective backs of TV station owners, who are worried that the seemingly endless appreciation of their properties may be ending. Station brokers and investment bankers are in fact looking for a boom in TV station sales, especially network affiliates, pointing to the large number of stations currently on the block. But the good news, the traders say, is that there are more than enough buyers to go around, so those who were concerned that they missed high-profit selling opportunities to an increasingly bull trading market can remain calm.

Part of the concern centers around the moribund state of TV trading since the stock market crash. One investment banker pointed to the fact that, until the spring of this year there had been no TV sales over $6 million since last year's sale of two Harte-Hanks TV's to Gannett for $155 million ("Changing Hands," Dec. 7, 1987). That slowdown has kept station prices artificially high, said investment bankers, because so few quality stations come up for sale. So far this year, there have been 19 TV sales involving 23 stations, amounting to $364,628,350. Of those sales only three occurred before March, accounting for only $4 million (two of those sales were for about $500,000).

With no sales at all in February, activity only began to pick up in mid-March, with three sales totaling $26,658,350. In April there were two sales totaling $55,500,000, and in May there were nine sales totaling $203,250,000. Last month Broad Street Communications bought two stations from Woods Communications Group for $74.1 million. Most surprisingly, with network affiliates being a rare commodity on the market, 16 out of those 23 stations were ABC, NBC or CBS affiliates and two were Fox affiliates.

Why the turnaround in sales? Brokers and investment bankers feel that many of the highly leveraged deals of the last five years—and the high debt service they require—are running into a slowdown in advertising revenues. Steve Rattner, a managing director with Morgan Stanley, said, "TV stations have been selling at multiples of 12 to 16 times cash flow for the last three years. That presupposes double digit increases in cash flow to meet debt service, and that can't be sustained forever." That has brought many owners to the realization that while they are still not in a state of urgency, it may soon be time to peddle or perish.

Another factor that has contributed to the anxiety is a disappointing year for sales growth. Experts point out that 1988 ad sales had not lived up to the expectations TV owners had for an election and Olympics year. "TV ad sales, as a whole, have not seen the growth in sales that everyone expected for a quadrennial year like 1988," said broker Larry Wood of Wood & Co, Cincinnati. "It has not turned out to be a great year ad-wise," agreed Rattner. "Relative to other years, it's not nearly the same."

Rattner, for one, pointed to a more ominous prospect for the slowdown. "It's unavoidable," said Rattner. "The economies have changed and it's unlikely that property values will grow at the same rate. And there is one change that can be summed up in one word: cable." Rattner pointed to the decline in network share over the last five years. "It's a fundamental change that cuts into network revenue," said Rattner. "It's going to be a different business in the future. The networks are just going to have to adjust to stable or declining revenue, but that doesn't mean there still won't be lots of business. It will just be a different business." That concern is at the root of much of the nervousness among station owners. Some fear inevitable decline, and many think this may be the last chance to sell before prices begin to flatten.

TV sales this year

23 sales—$364,628,350

Month	Number	Amount
January	3	$4,020,000
February	0	0
March	3	$26,658,350
April	5	$55,500,000
May	10	$203,250,000
June	2	$74,100,000

Greg Siebert, a managing director of Bear Stearns, agreed that many stations are coming up for sale, but was more more optimistic about the reasons for the sales. "I don't see a lot of desperation out there," he said. "Many people see...an opportunity to obtain good prices and pay down debt. After five years of good times, there is a certain amount of uncertainty, but there are also a lot of buyers. It will be interesting to see if the old line broadcasters or the highly leveraged players will do most of the buying." Siebert said he expected to see many industry players back for acquisitions.

Telemundo, for instance, is selling WKAQ-TV Puerto Rico, which Siebert said was an example of a buyer prudently picking the time to sell a property that doesn't quite fit a portfolio and using the proceeds to buy down debt.

Aside from Telemundo and Gillett, several other properties are up for sale. TVX Broadcast Group recently filed a reorganization plan that may place much of the group on the block (BROADCASTING, May 30). TV Station Partners is also selling its stations (Closed Circuit, July 4), and Outlet Communications may be selling several of its properties (see story, page 64). Viacom put its WVIT(TV) Hartford, Conn., up for sale this week (see "In Brief"), and Smith Broadcasting just announced the purchase of KWCH(TV) Wichita, Kan., from the Beach-Schmidt Group for $45 million in a deal handled by Chapman Associates. Last Friday (July 15), Adams Communications announced that it had reached agreement to sell WKEF(TV) Dayton to KT Communications, a new group, for $71.5 million.

According to brokers, the next few months should see even more TV sales coming. Charles Giddens, broker with Media Venture Partners in Washington, expects a very large influx of properties within the next few months. "The market has been higher than a kite for a long time and people are wondering if it's at its peak, and that will draw some sales," said Giddens. "TV has been slow until recently, but it's going to get real interesting real soon. There will be a lot happening."

While this boom has been coming since mid-May, the offerings of the Gillet properties has caught the industry's eye, because the properties are so valuable. Estimates for Gillett's Detroit and San Diego properties fall at about $400-$450 million (with some estimates as high as $550 million), and the asking price for WMAR(TV) Baltimore is said to be between $280 and $300 million. There are estimates that all the properties Gillett is offering could bring as much as $1 billion.

Though debt repayment is the most logical reason for Gillett's sales, there are persistent reports that Gillett has higher ambitions than station group ownership. With a distinct feeling of *deja vu*, insiders report that the money is needed for a venture of a wholly different kind. They say Gillett has discussed the possibility of acquiring CBS through a proxy fight. ☐

FCC to approve settlement transferring KHJ-TV to Disney

Action would put end to 23-year comparative renewal case before commission decides whether RKO is fit broadcast licensee

At a closed-door meeting this Wednesday (July 20), the FCC is expected to approve a settlement in the 23-year-old comparative renewal case involving RKO General's KHJ-TV Los Angeles that will net RKO $219 million and put the independent station in the hands of Walt Disney Co. If so, the decision will come in spite of the finding by an FCC administrative law judge a year ago that RKO was unfit to be a broadcast licensee.

Under terms of the settlement, which has been pending at the FCC since the spring of 1987, Disney will pay $324 million for the station, with $219 million going to RKO

Special Report

Vast majority of birds now in orbit will reach end of life in mid-1990's; operators and programers have begun to design their replacements

It's crunch time for the television networks—broadcast and cable—and the operators of domestic communications satellites. "The next generation of satellite decisions are being made right now," said GE Americom President Kevin Sharer.

Over the next 18 months or so, dozens of networks will evaluate countless technical and economic variables and choose satellites for the distribution of their programing to television stations or cable systems. Those decisions will determine the shape of satellite communication into the next century.

At this point, the broadcast networks are out ahead of their cable counterparts. The Public Broadcasting Service and National Public Radio, which became the first broadcast networks to make the move to satellite in the late 1970's, have already received detailed bids from satellite carriers for replacement systems, and expect to make some decision by the end of the year. CBS asked for bids last month, and ABC is talking to satellite carriers. They anticipate signing contracts within a year.

The activity is being precipitated by the aging of the current generation of satellites. Assuming lifespans of no more than 10 years, 23 of 28 satellites will reach the ends of their useful lives by the end 1995, taking 390 C-band transponders and 90 Ku-band transponders out of commission. By the end of 1993, nine birds—those carrying the vast majority of network and cable programing on 216 C-band transponders—will be out of commission.

Programers venturing out into the market will find that it has changed. Satellite capacity will be more expensive. The costs of building, insuring and launching satellites have risen sharply over the past few years. What's more, satellite carriers are insisting on upfront commitments before they build and launch satellites. They are no longer willing to put up satellites on speculation as they have in the past. Speculation based on serious misjudgments about demand particularly from the telephone industry have caused all the carriers some degree of financial pain.

It now costs half a billion dollars to build three satellites and put two of them in orbit. The unwillingness of carriers to bear the risk alone is borne out by the fact that despite the unquestionable demand from the television industry, only one satellite, GE Americom's and Home Box Office's Satcom K-3, is now under construction. GE Americom and Hughes Communications each have a C-band satellite on the ground, but both were ordered years ago. And, according to sources, even they will not be launched before they have customers.

While selling cable programers capacity on the next generation of C-band satellites for distribution to cable systems, GE Americom and Hughes are also trying to convince their customers to become part of their still amorphous plans to create a Ku-band satellite broadcasting service in the United States. Such a service will reach homes equipped with dishes no larger than one meter in diameter.

Although most of the broadcast and cable networks are committed to C-band for the next generation, there will still be a growing role for Ku-band satellites. They have proved their value in bringing back remote feeds on short notice for news and sports, and they have helped spawn a multitude of private satellite business networks for data, voice and video.

The market activity in the coming years will change the face of the satellite communications business in the U.S. Indeed, a shakeout that some believe could reduce the number of carrier to just two or three is already underway.

Television programers, which gobbled up transponders at the rate of one per television channel, have turned out to be the domestic satellite industry's prime movers as telephone companies shift their traffic to terrestrial fiber optic networks. ◻

CBS-TV, ABC-TV and PBS will make decisions by mid-1989; Cap Cities may fly network, ESPN and other cable service together; possible partnerships with operators

CBS and ABC will decide by mid-1989 where to take their satellite business through the end of the century, spokesmen for both networks said last week. After issuing a formal request for price quotations in late June, CBS expects responses from satellite operators within six weeks. ABC is conducting the same kind of inquiry in a less formal fashion. Both are among the largest individual satellite customers. CBS currently utitilizes 10 C-band and one Ku-band transponders (nine C-band on Telstars 301 and 302; one C-band on Westar V and one Ku-band on GTE Spacenet's GStar II). ABC now uses seven C-band transponders (on Telstars 301 and 302) and three Ku-band transponders (on GTE's GStar and Spacenet birds).

Telecommunications directors at both networks said that, though they expect no radical changes in the amount or type of capacity they use, some expansion of capacity in both C-band and Ku-band is likely. Both also said that renewal with their current carriers is anything but automatic.

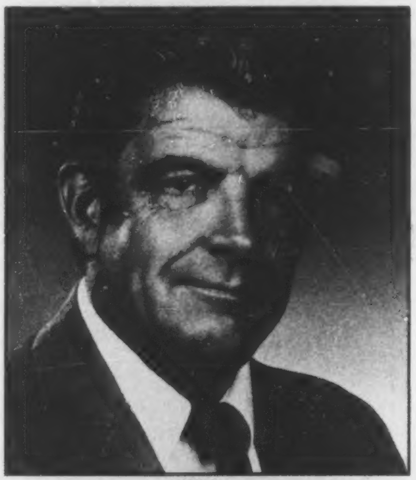
ABC's and CBS's efforts are driven by the fact that the satellites they currently use for distribution—AT&T's Telestar 301 and Telstar 302—are due to reach the ends of their useful lives between 1993 and 1995. The life of a satellite is determined principally by the amount of station-keeping fuel it has left. Once the fuel is gone, the satellite operator can no longer keep the satellite at a "fixed" position on the horizon, making it unusable for conventional satellite communications.

NBC, which leases eight Ku-band and two C-band transponders on co-owned GE's Satcom K-1 and F-1 birds, will need replacement capacity two years later than the other networks.

(Both CBS and ABC said that, despite their participation in an affiliate distribution 'fiber trial' to be conducted by Bellcore next summer, network needs for satellite capacity are assured through the end of the century. Fiber has made inroads into satellite's point-to-point traffic market. But David White, CBS's telecommunications director, and Brent Stranathan, telecommunications director for ABC, said that fiber's current inability to handle multiple feeds—distribution of several regular distribution feeds for airing and for taping, seven or eight regional sports feeds, several regional advertising feeds and incoming news and sports events feeds—make fiber infeasible in the near future.)

Despite the current environment of converging power among fewer satellite operators, the networks want to maximize their options. "We'd like to believe competition fosters lower prices," said Stranathan, confirming that the network has had "sit-down meetings with all of the operators, on the executive and working levels."

Because of higher construction and launch costs, and because of a history of satellite capacity oversupply, operators are vowing an end to launches on speculation. Said GTE Spacenet president, Jerry Whalen: "We won't be launching capacity that is not identified for particular users," a position echoed by other operators. "It would be nice to go back to the old days," said Stranathan, when programers could shop for capacity already in orbit. But "the reality is that there will need to be more precommitments.



White

Savatiel

"A whole array of financial arrangements, including partnerships, is possible. No carrier will be interested in a third or half of the life-of-the-bird commitment. We're probably saying we want to protect ourselves until the year 2000." That situation is not without advantages. In addition to more lowest-bid potential, Stranathan said, "this time we'll be more involved in the design and economics."

ABC's parent company, Capital Cities/ABC, is "looking at eventually aggregating all our services [cable and broadcast] on one [satellite] system," including ESPN. "GE and Hughes are probably in a better position, having a leg up in cable," he said. "Certainly AT&T will be considered. The fact they've been good to us helps. We're happy, but economics and technical features will determine the outcome of the process."

Stranathan said ABC may order several transponders beyond what it needs for distribution so that it will have occasional time available for bringing in special events, news and sports programing. "There is a chance that the cost of carrying unused time on a full-time transponder will be balanced by the need to have it in hand in a tighter market."

CBS's White concurred. Extra leases may have to be looked at, he said, not only because of their potential cost, but because the operators might not even launch enough capacity, over and above precommitted transponders, to go around. White disagreed, however, with the idea that precommitment will mean long-term contracts only, arguing that "life-of-the-bird is no longer as limiting a condition," because the new birds will last 12 to 16 years, too long a commitment to make, he said. "We don't want to contract ourselves out of the next technology."

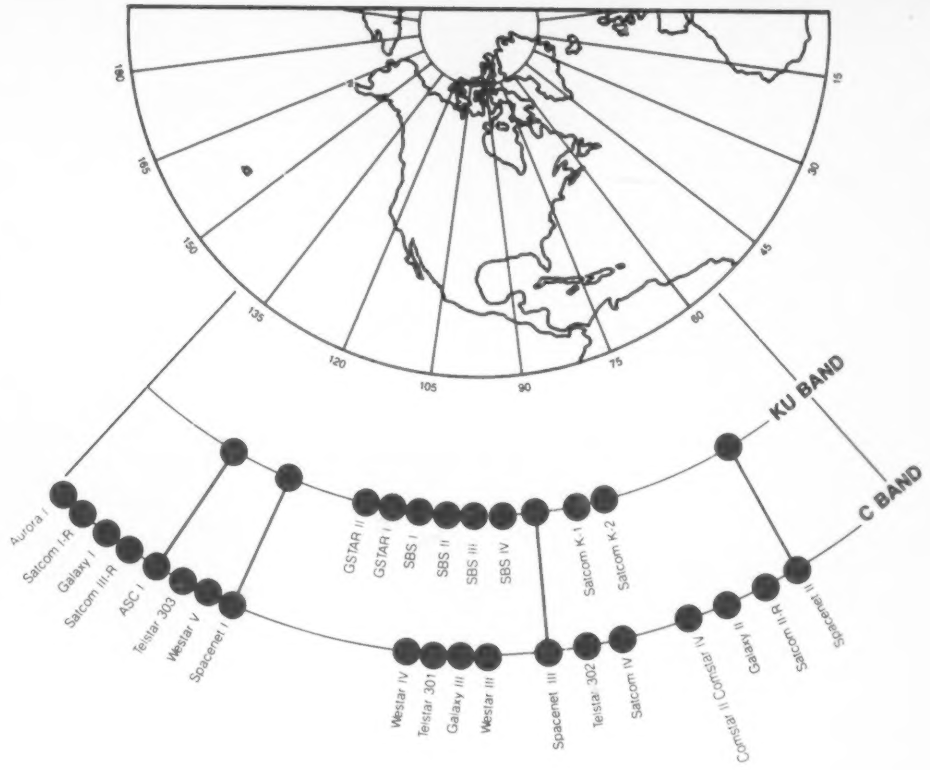
PBS and NPR use four C-band transponders on Western Union's Westar IV satellite, due to go out of service in 1991. Having received proposals earlier this year from GE, GTE Spacenet, Western Union and Hughes (Hughes resubmitted a combined proposal last month after finalizing a deal with Western Union), PBS staff will narrow its picks to two or three by late September, said PBS satellite replacement office director, Jackie Weiss. With PBS board approval of final options—"Hypothetically, we might go to one operator to discuss six C-bands, or to another to discuss four C's plus Ku," Weiss said—the last four months will be used to rush toward making "an agreement in principle very early in 1989."

"I would think we'd need more C-band to expand services like National Narrowcast, although Ku appears to be preferred for expanded services to schools and state organizations" that are finding it feasible to install the smaller Ku-band dishes on rooftops. Although she said that the prospect of being locked out of satellite advances launched later in the 1990's "is an issue for us, we likely will go with a long-term contract" next year. "That is not to say we won't negotiate options—for example a band jump or the options to add capacity at some specified time."

Current providers usually have a solid leg up in re-signing a current customer. They are known quantities with service track records and an intimate knowledge of the customer's needs. And it is costly for customers to repoint hundreds or thousands of satellite receiving dishes on the ground at a new bird. AT&T holds the advantage with the two networks. Assuming it closes on its purchase of Western Union's satellite facilities, Hughes has the inside track with PBS and NPR.

But an advantage is not a guarantee. ABC and CBS, said Hughes president, Steve Petrucci, "have no a priori reason to stick with

Satellite guide to the sky



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Comstar II Comstar IV
Galaxy II
Satcom II-R
Spacenet II

Carrier Satellite	C-band trans.	Ku-band trans.	Launch date	Orbital slot
Alascom				
Aurora I*	24	--	Jan. 1982	143
AT&T				
Telstar 301	24	--	July 1983	96
Telstar 302	24	--	Sept. 1984	85
Telstar 303	24	--	June 1985	125
Comsat				
Comstar II	24	--	July 1976	76
Comstar IV	24	--	Feb. 1981	76
SBS I**	--	10	Nov. 1980	99
SBS II**	--	10	Sept. 1981	97
Contel ASC				
ASC I	18	6	Aug. 1985	128
GE Americom				
Satcom I-R	24	--	April 1983	139
Satcom II-R	24	--	Sept. 1983	72
Satcom III-R	24	--	Nov. 1981	131
Satcom IV	24	--	Jan. 1982	82
Satcom K-1	--	16	Jan. 1986	85
Satcom K-2	--	16	Nov. 1985	81

Carrier Satellite	C-band trans.	Ku-band trans.	Launch date	Orbital slot
GTE Spacenet				
Spacenet I	18	6	May 1984	120
Spacenet II	18	6	Nov. 1984	69
Spacenet III	18	6	March 1988	87
GStar I	--	16	May 1985	103
GStar II	--	16	March 1986	105
Hughes Communications				
Galaxy I	24	--	June 1983	134
Galaxy II	24	--	Sept. 1983	74
Galaxy III	24	--	Sept. 1984	93.5
IBM				
SBS IV	10	--	Aug. 1984	91
MCI				
SBS III	--	10	Nov. 1982	95
Western Union* **				
Westar III	24	--	Aug. 1979	91
Westar IV	24	--	Feb. 1982	99
Westar V	24	--	June 1982	122.5

* Aurora I, originally Satcom V, is owned by Alascom but operated by GE Americom.

** The sale of SBS I and SBS II to Comsat was approved by FCC this month; they and Comstar birds have run out of fuel and gone into 'north-south drift,' but are being kept in use by Comsat's tracking antenna system. Comstar birds are co-located in same orbital slot. Although each satellite has 24 transponders, only 24 can be used at one time.

*** Western Union awaits FCC approval of Westar system sale to Hughes Communications.

their present supplier. If AT&T has a satellite up there, I'm sure they would be a prime candidate to get that business, but at the moment AT&T doesn't have license. . . for a follow-on nor for a hybrid they applied for last year. The other factor about AT&T," he said, "is that the networks are their prime and perhaps only—stretching a point slightly— business, and it's questionable whether that's enough business to warrant a satellite operating company.

"We have enough capacity to offer to the first comer whatever he might want," Petrucci said. "If we were to gain the contracts of the networks, one or both, then that simply might alter the mix that eventually ends up in our satellite family. It just means we wouldn't go after something else. When you're full, you're full."

"Certainly we would value ABC and CBS very dearly," said Karl Savatiel, AT&T director of satellite communications, "and we'll fight like hell to keep them." Highest on the networks' priority list are quality C-band feeds and "security provisions, to eliminate saboteurs. . . like Captain Midnight" who try to interrupt programing with "maverick video," he said.

But also on the list, as evidenced by the networks' emerging affiliate news services, is the need for Ku-band capacity (see story, page 59). Currently without Ku-band capacity, AT&T seeks to make up that deficit in its proposed launches of Telstar 300 series replacements, Telstar 401 and 402, two hybrid birds that will carry 24 C-band and 24 Ku-band transponders each, said Savatiel. Although 10 applications have been filed for only half a dozen assigned hybrid slots (see chart below), Savatiel said FCC preference for granting Ku-band capacity to those who currently have none will be in AT&T's favor.

AT&T believes the hybrid satellites are just what the networks need. The networks' distribution feeds will remain on C-band, he said, because "it has given them high-quality service, and the reliability is excellent," he said. But having C-band and Ku-band transponders on the same bird will give the networks unparalleled operating flexibility, allowing them to uplink in one band and downlink in the other. It will also allow stations to receive news feeds and the network feed at the same time through one dish. "It gets difficult to coordinate feeds" on a day like Super Tuesday in the presidential primaries, said Savatiel, "when you have to transverse across the entire arc. When you want [news backhaul] capacity, you want it now."

GTE will also compete for that business. After the launch of GStar III in September, said GTE president, Jerry Whalen, his firm "will have, I believe, approaching 40% of the Ku-band capacity in the U.S.," due to the emerging business data and video market and to what what he described as a "growing Ku-band application" at the networks. "We are the leading provider of satellite newsgathering services in the U.S., which is to the broadcast affiliates and private stations around the country, and we have every expectation of continuing to grow that business area."

Landing at least one network contract will help in landing contracts from resale carriers like Wold Communications, which distribute syndicated programing and provide sports and other special event 'backhaul' transmissions to television stations (see story, page 57). Having capacity alongside the networks assures that a lot of television stations will be looking at the satellite, according to Savatiel. Resellers now comprise "about a third" of Telstar traffic, he said.

ϟ The world of would-be satellites

These are the 21 fixed satellite applications now on file with the FCC.

Carrier Satellite	C-band transponders	Ku-band transponders	Launch date	Orbital slot	Total cost
Alascom					
Aurora I-R	24	--	--	142	--
AT&T					
Telstar 401	24	24	1992	101	
Telstar 402	24	24	1993	93	$489 million
Contel-ASC					
Contelsat I	24	16	1993	101	
Contelsat II	24	16	1993	128	
ground spare	24	16	--	--	$456 million
GE Americom					
GE --	24	16	1991	101	
GE --	--	16	1993	99	$542 million
GTE Spacenet					
Spacenet I-R	24	22	1993	120	
Spacenet II-R	24	22	1993	69	
GStar I-R	24	22	1993	103	
GStar III	--	16	(Nov.) 1988	124	$546 million
Hughes Communications					
Galaxy I-R	24	--	1992-93	134	
Galaxy II-R	24	--	1992-93	72	
Galaxy III-R	24	--	--	94	$412 million
Galaxy K-C	--	24	--	101	
Galaxy K-D	--	24	--	89	
*Galaxy V	24	--	1994	101	$544 million
National Exchange Inc.					
Spotnet I	16	8	--	101	
Spotnet II	16	8	--	93	
ground spare					$563 million

*Hughes said it has applied to launch Westar IV and V replacements and will likely withdraw Galaxy V application, if Hughes's purchase of Westars III, IV, V and VI is approved at FCC. Westar VI is already constructed and would be launched next year by Hughes to replace Westar III.

Hughes and GE Americom seek to maintain cable satellite dominance, but cable will have options

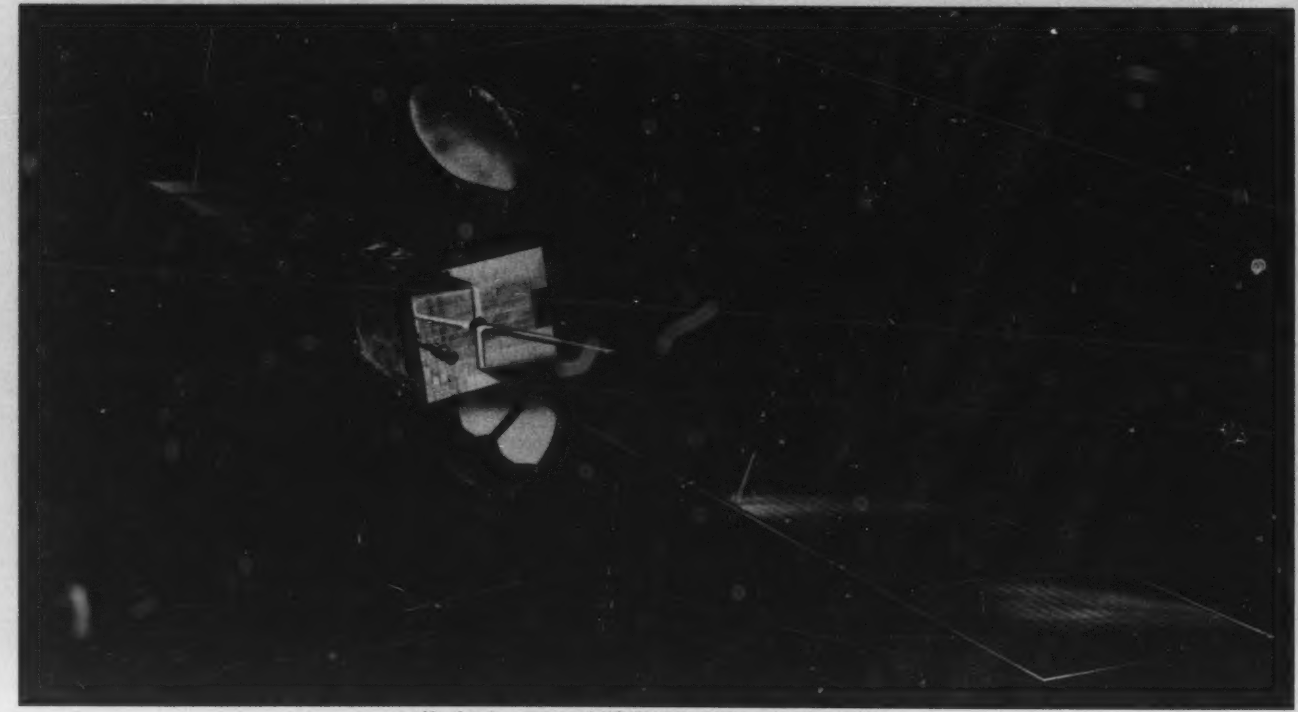
Although public TV and radio and CBS are the only major programers to have issued formal requests for prices and information on the next generation of satellites, cable programers have also begun to query satellite operators. Cable program services currently occupy 124 C-band transponders—five times the number occupied by CBS, ABC, NBC and Fox Broadcasting—primarily on four satellites due to reach end of life between 1992 and 1995.

How much pressure any given cable programer feels to make satellite plans depends on what satellite or satellites it is using now. The four cable birds expire at different times: GE Americom's Satcom III-R, 1991-92, and Satcom IV, 1992, and Hughes's Galaxy I, 1993-94, and Galaxy III, 1994-95.

GE Americom and Hughes are vying to retain their current shares of the cable market, and, perhaps, increase it in the upcoming round of negotiations. And AT&T believes the pie can be split at least three ways.

Hughes has tried to position itself to serve the cable industry throughout the 1990's with the acquisition of Western Union's satellite operation, now subject to FCC approval. The key to the deal is the already constructed Westar VI. According to Steve Petrucci, president of Hughes Communications, once launched, Westar VI will be available to provide service to cable programers while the next generation of satellites is being built and launched. In addition to Westar VI, he said, Hughes "fully plans" to launch replacements for Galaxy I, Galaxy III, Westar IV, Westar V and possibly Galaxy II, assuming, of course, it gets precommitments for them.

Cable programers currently lease fewer



Hughes's proposed HS 601 direct broadcast satellite

than 70 C-band tranponders on the Galaxy birds. Given Hughes's commitment to operate five C-band Galaxy system satellites carrying 120 transponders by 1995, some 46 more customers will have to be found.

Pointing to phenomena like the proliferation of home shopping services, which at one time increased demand by 10 or 11 transponders, Petrucci said there will be some growth in the number of cable networks to drive the satellite market. He predicted a "one to five percent increase per year" in C-band demand. AT&T's concerted, although failed, effort last year to gain Viacom as a customer speaks for AT&T's serious designs on cable programers, Savatiel said.

AT&T's Telstar 303, where Viacom would have gone had it not received a better deal on Galaxy III, Savatiel said, is close enough in the arc to Satcom III and Galaxy I that, "with the right kind of antenna, [a cable headend] could actually receive all three" satellite feeds. Operable until 1995, Telstar 303 remains a viable cable satellite, and proposed Telstar 401 and Telstar 402, with a total of 48 C-band transponders, could pick up where Telstar 303 leaves off.

A year ago, GE Americom was trying to persuade cable programers to shift from C-band to Ku-band distribution by leasing capacity on two 16-transponder, Ku-band satellites, Satcom K-3 and Satcom K-4. The two Ku-band birds are being built by Crimson Satellite Associates, a joint venture of GE Americom and HBO.

But the cable programers made clear to GE Americom that they were not interested in Ku band for distribution. It was too expensive and it was incompatible with cable operators' C-band ground equipment.

GE now talks like Hughes, promising cable programers as much C-band capacity as they need. The cable industry will require as much C-band in the next generation as it does now, said GE Americom President Sharer. "I have worked like mad in the last year. . . to drive a stake in the heart of the idea that it is a Ku-band versus C-band in the cable industry. Our approach to the cable market is: We have everything to provide you what you need."

Economics dictate the replacement of C-band satellites with C-band satellites, he said. Satcom III-R's orbital slot at 131 degrees west is "a very valuable piece of real estate," he said. "There are 7,500 [cable headend] antennas looking at that place in the sky. So you have a real good street corner there, and you'd like to put as many cable transponders on that street corner as you possibly can, economically. If you put a hybrid there, and you only had 18 C-band transponders, you wouldn't be making maximum use of your street corner, unless the cable guys also used the Ku-band transponders on the satellite. That isn't impossible technically, but it's likely that C-band for only cable headend distribution is going to be the best economic choice."

Among the programers, said Sharer, there is "loud and clear" consensus concerning a desire for higher power, regardless of bandwidth. They want "power, price and protection [back-up capacity in case of satellite failure.]" More power, he said, means "more margin for equipment that may not be tuned up just right. More power [than the first generation's 7- to 9-watt average] is just better." And protection, he said, comes either in the form of a back-transponder on the same satellite, a programer spreading out its feeds over more than one bird or, "the most secure form of protection," an in-orbit spare. "The HBO's and ESPN's of the world," he said, will buy all those forms.

GE's and HBO's Satcom K-3 should be ready for launching sometime next year, primarily as a satellite broadcasting vehicle for cable programers. The satellite's 60-watt transponders are powerful enough to deliver programing to three-foot dishes. "I think all programers have recognized that they need to make decisions within the next nine months and are talking to us," said Robert Zitter, vice president, network operations, HBO. "I'm very optimistic that by time K-3 is launched, its transponders will be filled with major" cable channels, he said. HBO's channels will use four of those transponders.

HBO is not abandoning C-band, however, Zitter said. "We're planning on distributing [the HBO networks] on Ku-band, and by the same token we'll continue to use C-band," Zitter said.

HBO has begun to look at the next generation of C-band birds, said Zitter, who expects that prices of C-band transponders will rise when the contracts for the next generation are written. He added that while Ku transponders are more expensive than C-band transponders, its "certainly not a significant" difference.

"We're in the same boat as the [broadcast] networks, except we have a year's reprieve," said Matthew Miller, science and technology vice president, Viacom International. Last year, Viacom shifted capacity it uses to distribute its various cable services from the Satcoms to Galaxy III, firmly establishing it as a major cable bird. Viacom now leases 11 transponders on Galaxy I and III. As the largest single cable user, its decisions on the next generation will have a major impact on decisions by other programers.

Although Galaxy III will be operable through 1994, Viacom's leases do not go through the end of the satellite's life, said Miller. "We're talking with everybody. We talk more when it looks like there's a deal to be made" and now could be described as one of those times, he said. "We have to make decisions on replacements...on high-definition television, Ku-band [and on] whether extra power is worth the extra price. DBS or HDTV would make us think twice. We're too smart to lock ourselves out" of advances, he said. "If the structure of the business changes, we have to go along. If Crimson [the GE-HBO Ku-band cable bird venture] sold, obviously we're going to be there."

The other major cable programers are in the same place as Viacom. "We have proposals from GE and Hughes," said Terry McGuirk, vice president of special projects at Turner Broadcasting, but "we're not through with our search. By the end of the year we hope to wrap it up."

But, for some of the others, the matter has less urgency. Eastern Microwave, the distributor of the passive superstations WWOR-TV New York, KTLA(TV) Los Angeles and WSBK(TV) Boston, has had discussions with Hughes and GE about renting time on their next cable satellites, said EM general manager, Arthur Perkins. If EM's capacity on Galaxy I were reaching life's end in 1990 "we'd certainly be looking hard" at a replacement now. But since that bird should remain operable through 1992, he said, the task of securing time on the next generation of satellites is a concern, but not a pressing one.

Michael Dumonceau, vice president of program operations at the Discovery Channel, which is also on Galaxy I, also described replacement as a back burner issue since there are three years left in the channel's contract. He said that he expects those negotiations will come up in earnest "within the next year." Dumonceau said that the three-year-old service is not presently considering a long-term contract, or one that will expand its program day from 18 to 24 hours, which might require more satellite capacity.

Sharer

History shows small- to medium-sized cable programers choose their satellites based on the decisions of major programers or "anchor customers" like HBO and Viacom. Since cable operators prefer to receive their programing from as few satellites as possible, programers seek capacity on the birds carrying the top basic and pay services.

Petrucci argues that more potential "anchor tenants" exist now than in the past. "In 1981-82," he said, "HBO might have been the only one you recognized. That's not true today at all. There are several dozen very large major cable programers." And "if you look at it in the aggregate," said Hughes video services vice president, Jerry Farrell, "you're better off to have Viacom than to have HBO." ESPN, a "billion-dollar business," said Petrucci, currently leasing capacity on both Galaxy I and Satcom III, was the chosen example in hypothetical next-generation scenarios painted by both Hughes and GE.

Despite their long-standing competitiveness, neither Hughes nor GE Americom is interested in cornering the cable market. Said Farrell: "We don't need all of the customers, and we don't have any particular ambition to have all of the customers."

DBS: high-powered Ku-band satellites, smaller dishes and threat of cable by-pass

Hughes Communications and GE Americom—the two principal satellite operators serving the cable industry—believe there is a market for the Ku-band satellite broadcasting system capable of delivering programing to homes with small, affordable antennas. Each company is trying to enlist programers' support in creating satellite broadcasting service built around its Ku-band satellites.

At the center of GE Americom plans are Crimson's Satcom K-3, which will be ready for launch next year, and Satcom K-4, which is still on the drawing board. Each has 16 60-watt transponders, powerful enough to reach one-meter dishes. They could be co-located in the same orbital slot to permit the broadcast of up to 32 channels into a fixed dish.

Hughes has FCC permits to build two "true" direct broadcast satellites (DBS) boasting 16 180- to 200-watt transponders. Because of the wide spacing between satellites in the DBS band, and the satellites' high-power transponders, they will be able to reach homes with one-foot dishes, said Hughes. Plans call for co-locating the satellites to permit up to 32 channels of service.

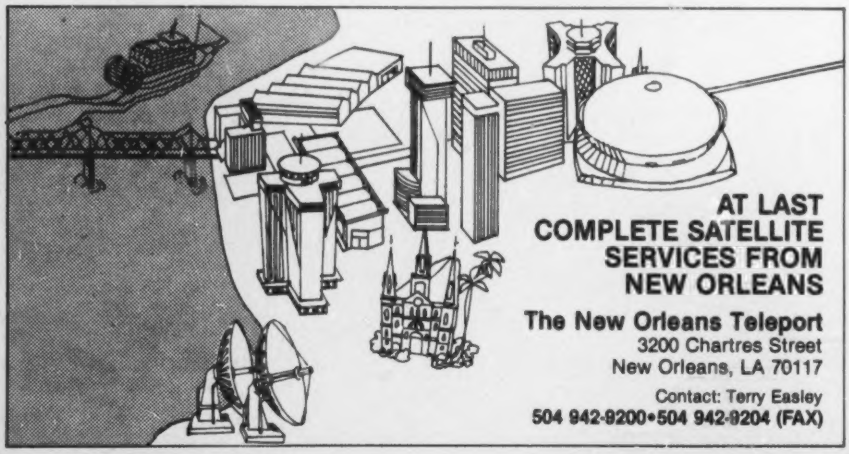
"There will be a DBS system in the 1992 time period. . .a true DBS business. Fact," said Hughes's president, Steve Petrucci. "That's a marketplace that can be defined. We're not the pioneers," he said. "All of the ingredients are being developed around the world, primarily in Japan and in the U.K., right now."

"We have shown that [satellite broadcasting] will work, and I believe people believe it," said GE Americom's president, Kevin Sharer. "There is a lot of intellectual interest" in DBS among cable operators, the likely retail distributors of such a system, he said. "There are not going to be two successful Ku-band, DBS businesses in the United States," said GE Americom president and CEO, Kevin Sharer. "There may be none, but there sure are not going to be two."

Both Sharer and Petrucci say they are busy trying to put the pieces of the satellite broadcasting puzzle together.

According to Sharer, the pieces include programers joining together on the same Ku-band bird; satellite operators willing "to take a grow-with kind of a price" in leasing capacity to those programers; an installation and retail distribution system to authorize and bill subscribers (cable operators have that in place, he said); home reception equipment retailing for no more than $500, and a scrambling system that works. General Instrument's Videocipher II, the system used for scrambling the distribution feeds of cable networks, "doesn't work" and its price "for the home unit is a little bit high," he said.

The elements are "all on the table," Sharer said, "but nobody's put them together yet. There is a clear consensus that the market is there. [But] to find the first guy who wants to jump out is going to be a tough thing. It will be more than a risk. A lot of people will have to simultaneously cooperate, because no one company—not GE, not GM, nobody—has got the wherewithal to establish this business system overnight. The distri-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bution start-up cost, he said, "is going to be at least one billion dollars."

For programers, said Sharer, the premium for the Satcom K-3 and Satcom K-4 capacity is 1.5 to 1.75 times the cost of C-band. Reaching markets the cable systems do not now reach—10 million to 20 million uncabled homes—via satellite broadcasting can justify the premium, he said.

Some cable operators fear satellite broadcasting as a "bypass" medium. But Sharer said such fear is unfounded. "We have a lot better understanding of the market and its nature," said Sharer, and there is "a growing awareness in the cable industry that DBS is not necessarily the enemy. It could be, but not necessarily." Cable operators are "in the video distribution business," he said, and are "a very logical retailer for DBS...If getting this uncabled [DBS] subscriber were as economically attractive...as hooking up the next home," he said, the cable operators would "pursue them with equal fervor."

Unlike Sharer, Petrucci thinks satellite broadcasting can make a go of it with or without cable. Naming the same set of elements Sharer had named—programing, hardware, encoding and distribution—Petrucci said the infrastructure required for a Hughes DBS business "may or may not include cable." Hughes's plan is "not at all" confined to a cable-ancillary configuration, he said.

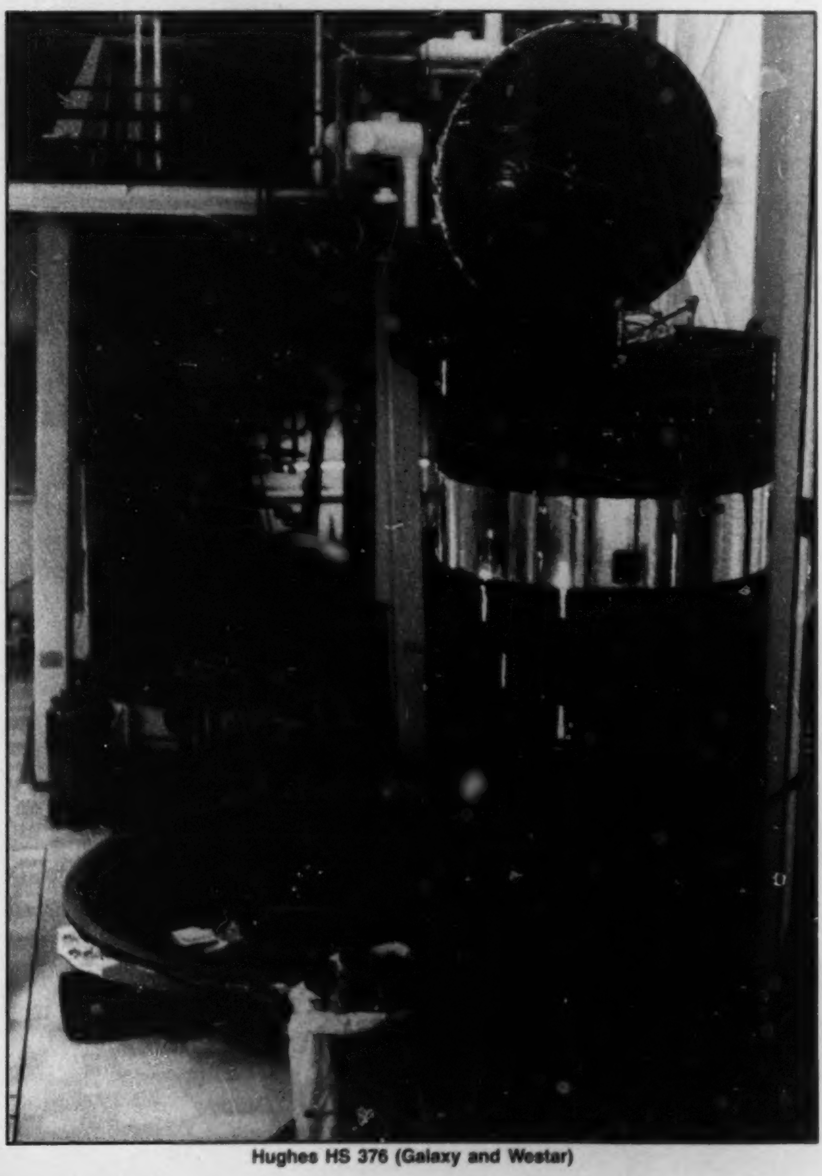
"I do not agree that [DBS cannot launch] without an HBO, or whatever you think a 'biggee' is," he said. "A movie channel is a movie channel is a movie channel....The plan of ours would be nice if we can use an existing infrastructure, but it is not absolutely necessary," he said.

But Hughes also believes it will be in the interest of cable operators to enter DBS, Petrucci said, adding: "We have no intention of alienating cable operators." Hughes' DBS system "is not intended to replace cable operators. It never will, not in our lifetime. It will be a way to reach the people the cable operators never would—to reach people within cable operation districts who are not cabled today or to provide overbuild for small systems to expand to at least a 32-channel system," said Petrucci.

The key difference between the GE and Hughes satellite systems is power. The Hughes transponders are far more powerful and that translates to smaller dishes, and that, in turn, means a greater potential market. Some two million homes now enjoy a rudimentary type of satellite broadcasting by downlinking C-band distribution feeds at their homes with eight- to 10-foot dishes costing around $2,000. According to Hughes's video services vice president, Jerry Farrell, the GE Americom approach is not much progress. By selling three-foot Ku-band dishes [which GE says is small enough] to owners of five- to 10-foot C-band dishes, he said, "incrementally, you can get a few more people, but until you can get dishes down into the one-foot size [as proposed by Hughes] that you can stick under your window sill, and which you don't have to have professionally installed," the market will not expand much.

But Sharer counters that the big picture says otherwise. "Ignore economics, ignore industry structure [and] nobody can argue with...more power is better," said Sharer. But, unlike the Hughes satellite, the Crimson satellite are nonthreatening to cable operators with "legitimate concerns about bypass" of their market, he said. A 60-watt satellite is never going to be an economic winner in a cabled area, he said. The dish is too big, he said. The cable operators will look at K-3 and say, 'It is technologically complementary. It really isn't competitive...with what I do,' " he said. Those same operators, approached by someone selling a 200-watt bird, "are probably going to think a lot harder about, 'Am I establishing a business that will one day eat my children?' "

Petrucci responds by arguing that the signals of both systems will be ubiquitous. "[GE's] satellite is equally threatening. It can't be halfway threatening."



Hughes HS 376 (Galaxy and Westar)

Satellite operators note shakeout: GE and Hughes suggest AT&T and GTE could follow Westar, MCI, IBM divestitures, leaving select set of giants

Consolidation among satellite operators has become a reality this year. Western Union, IBM and MCI are selling off their satellite interests. A recent reorganization at Contel ASC (formerly American Satellite Co.) has cast doubt on its future in the business. And despite Federal Communications Commission approval earlier this month of Comsat's buy of MCI's SBS I and SBS II satellites, Comsat did not file for new domestic birds last fall—a sign that it may also be bowing out of the domestic satellite business.

The narrowing of the field among operators serving television programers has been a generation-long process. Because television stations and cable headends want to receive programing from as few satellites as possible, the first generation of satellite operation has seen programers aggregating on a handful of satellites. Most cable headends point their dishes only at four 'primary cable birds': GE Americom's Satcoms III and IV and Hughes's Galaxy I and III. In broadcast television, NBC affiliates look at co-owned Americom's K-2 satellite. But ABC-TV and CBS-TV, along with much syndicated programing, are aggregated on AT&T's Telstars 301 and 302.

According to GE and Hughes, their ability to replace all their current capacity is not in doubt. And the addition of Westars III, IV, V and VI to Hughes's stable of C-band birds to Hughes, if approved by the FCC next fall, will effectively double Hughes' current 72 C-band transponder inventory, albeit with Westar satellites older than the vast majority of in-orbit birds. The buy would give Hughes, first, interim capacity to offer in the early 1990's and, second, a foot in the door to maintaining FCC permits for the Westar orbital slots. But because Hughes sold much of its capacity to MCI, Contel ASC and others, GE will remain the top C-band capacity owner, at least until the next Hughes birds are launched, with 120 transponders in orbit now.

"If AT&T has a satellite up there, I'm sure they would be a prime candidate to get [current customers ABC's and CBS's] business," said Sharer, "but at the moment AT&T doesn't have licenses for a follow-on nor for a hybrid they applied for last year."

Applications for those proposed AT&T Telstar 300 series replacement birds, along with applications filed by six other operators, are pending at the FCC, which reportedly will act on them this fall.

Petrucci

AT&T, said its satellite communications director, Karl Savatiel, will remain viable in satellite operation into the next century. The three Telstar satellites, he said, will be replaced by two "monster" hybrid birds, each carrying 24 C-band and 24 Ku-band transponders. A request for proposals to build those and a third ground spare will be issued "sometime this summer. We know what we want," including a third hybrid as a ground spare, "and we'll go right for it," at an estimated cost of $500 million.

FCC decisions on orbital slot renewals, as well as on other sales, will help define the consolidation. Hughes's business plans, no less than AT&T's, however, are also contingent on FCC approval of each application to construct and launch a satellite. As literally dozens of satellites are launched in the next ten years, satellite owners and operators will want to be able to assure their customers that they will not face the expense and effort of rearranging or replacing their ground segments. The move of a major programer from one satellite to another, or a switch from C-band to Ku-band, can mean tough choices for cable operators and TV and radio stations.

"If we, or anybody else, has had access to a slot for a considerable amount of time and is operating the business properly, there should be, in our opinion, no reason why we shouldn't have a renewal expectancy," said Petrucci. "These are multi-hundred-million-dollar investments that we're making. That's why there are only a few of us left—the General Electrics and Ma Bell."

"AT&T has C-band capacity as well," said Sharer. "We take those guys seriously. But GTE," he noted, "tends to be a bit more focused in the business market."

Detroit-based regional cable network, Pro Am Sports, and Associated Press leased capacity on GTE Spacenet III, the newest domestic satellite, before its launch last March. But other programer decisions, said GTE president, Jerry Whalen, "are not being driven as much as we'd like by the new satellite capability being available. They don't see the schedule being quite so urgent to transfer right now.

"It's not part of our strategy" for Spacenet III, said Whalen, to seek "several arrangements with cable programers for that capacity use." But GTE is competing for the PBS, CBS and ABC distribution contracts and has recently reported ongoing discussions with Rainbow Programing Enterprises about carrying its network of five regional cable networks,

And Spacenet III is not the only GTE capacity available for program distribution. Long-term plans call for launching three satellites by 1993, carrying 72 transponders in each band. With the launch next September of GStar III, GTE's short-term edge with broadcasters may lie in Ku-band. Just two weeks ago, ABC began using all three of its new long-term lease, GTE Spacenet Ku-band transponders, and that same week, CBS began using its first long-term GTE Ku-band lease. Both networks attribute the new leases to increasing demand for affiliate news backhaul. But business data networks and an educational programing service lead the pack of those using GTE's four in-orbit birds.

DBS is not the only potential market for Ku-band, which has proved itself indispensible for backhaul feeds from remote sites to programers, particularly the networks.

Although DBS contingencies are part of the GE Americom-HBO-formed Crimson Satellite Associates joint venture formed two years ago, the driving idea was to draw cable programers out of C-band and into Ku-band delivery of their product to cable headends. HBO remains alone on Satcom K-1, and no programer has signed onto the real Crimson bird, K-3, which is to be

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But now that CBS, ABC, PBS and other programers have gotten down to the business of issuing requests for price quotations and detailed next-generation proposals from the operators—setting the stage for a much larger family of cable programers that will need replacement capacity between 1992 and 1996—theories and contingencies have begun to give way to realities.

Although the possibility exists that at least some cable programers could move to Crimson's K-3, bringing about cable abandonment of C-band delivery in the 1990's, FCC filings "are not business plans," said one operator, and many of the proposed Ku-band transponders will probably not go into orbit.

□

Broadcast and cable networks are breaking ground, beginning the serious, painstaking and exciting business of building a new satellite neighborhood. Gone are the days of checking the classified ads for any number of rooms to rent. The landlords have decreed there will be money down before the new homes for TV programing are built.

"I think any businessman in the satellite game will try to...find some precommitments for the capacity, a solid tenant, someone who really has a business and will really need the capacity," said GE Americom's Sharer. "Also solid in the sense that it makes the neighborhood attractive, and other people would want to affiliate. And if you can lay off some of your risk financially, sharing the risk with that person, then you minimize your commercial risk because you've created a valuable piece of property by their tenancy—that's a good way to try to manage your risk. There's obviously always some speculation, but you want to try to balance. [And for] the guys who buy the second wave—guess what, the prices go up."

The prospective tenants have gotten the message. "Is a prudent programer getting out there, talking to everybody and finding out everything he can about what is and will be in orbit?" asked Viacom International science and technology vice president, Matthew Miller. "You betcha."

Risky business

When the space shuttle flies again this fall, or anytime thereafter, it will no longer carry commercial satellites. Since the January 1986 shuttle disaster and the subsequent decision to reserve the shuttle for noncommercial uses, only two domestic communications satellites have been launched at all, both by French launcher, Arianespace, and both belonging to GTE Spacenet—GStar II, March 28, 1986, and Spacenet III, almost exactly two years later, on March 11, 1988. Ariane with a launch failure in 1986, suffered its own suspension of activity lasting from May of that year until September, 1987, when it launched two non-U.S. birds. Since then, Ariane has conducted four successful launches, sending seven more satellites, including Spacenet III, into orbit.

The in-orbit failure of West Germany's first direct broadcast satellite earlier this year demonstrated that a successful launch does not end the risk involved in building and operating commercial satellites (Broadcasting, Feb. 29). But Arianespace's recent successes—as well as the imminent entry into the commercial launch business of U.S. companies Martin Marietta, General Dynamics, McDonnel Douglas, and China's Long March—have given new promise to the business plans of U.S. satellite operators, all of which must construct and launch replacements for an entire generation of birds in the 1990's (see chart, page 46).

Use of the shuttle will be missed, however, not only for the frequency with which it deployed commercial satellites, but for the low price NASA offered. Expendable launch vehicles and a new generation of larger, more powerful and more technically advanced satellites will cost more, "$200 million a pop," as one satellite operator put it. And the level of risk associated with each launch will determine the insurance costs. "As long as we continue to see launch successes, insurance is not only available, but the rates are coming down, and the amount of insurance [available to satellite builders] is going up," said Steve Petrucci, president, Hughes Communications. Insurance premiums "will return to what we think is along the rational level of 20%" of the launch cost by 1990, said GE Americom president, Kevin Sharer.

Predicting "a three-, four-, five-time increase" in available insurance, Petrucci noted, however, that, "Though [the launch] crisis is over, of course, all it takes is one failure now and then, and a minicrisis can erupt."

Carlson downplayed Festival's failure. "This is not a very negative thing for the company." Indeed, sources said that programing costs were not that high for Festival, given its duplication of some of the movie titles carried by HBO and Cinemax. Festival operated with a staff of 25 to 35, who will now be moved into HBO's other areas.

HBO said that Festival's failure will not result in any changes in Time Inc. earnings, since the service did not involve any real fixed costs.

HBO Inc. said that it would continue to pursue another "niche" service, despite the failure of Festival. As one executive pointed out, it was from the "ashes" of Take 2 (another HBO channel attempt that died in 1980) that Cinemax was born. There were no specifics on when another HBO "niche" channel might be born from HBO last week, but as Reilly put it, such a launch will probably be related to the growth of cable systems' channel capacities.

Frankenbach said HBO continues to look at other programing ideas, including supplying programing for pay-per-view and "assessing opportunities" in basic cable. She said HBO would consider some MSO participation in a basic service "because without MSO involvement in distribution, it is very difficult." But, she said, "the realities are we'd like to be able to launch something and manage it ourselves," because of HBO's expertise in programing and marketing. ☐

King World to partner with advertisers to develop programs

Programer creates new division under former ad man Jeffrey Grant

King World has formed a new division to develop original programing with creative and fiscal support from advertisers, according to the new division's president, Jeffrey Grant.

Grant, who developed similar programing earlier in the decade in his post as vice president of programing for Benton and Bowles, said that the programing could be developed not only for the commercial networks, but for syndication and cable as well.

He added that while made-for-TV movies have in the past been "the bread and butter" of advertiser-supported programing, one King World goal is to create TV series fully sponsored by advertisers.

"There is a growing appetite for client-supplied programing," said Grant. "The environment today is more hospitable" for programs in which advertisers have direct creative involvement.

Grant

King World Chairman Roger King and President and Chief Executive Officer Michael King said in a prepared statement: "We look forward to working hand-in-hand with our advertisers and believe that the efficient tenets of this new venture will result in significant television production activity."

Grant joined King World several weeks ago from his most recent post as president of Reader's Digest Entertainment/Taft Entertainment Television, which ceased operations following the sale of Taft and its reorganization under Great American Communications earlier this year.

During the early-to-mid 1980's, Grant was responsible at B&B for producing sev-

NBC's 11.5 takes week 42; ABC's 8.9 wins news

Nielsen		Net			AGB
1.	17.1/31	N	Night Court	5.	16.0/30
2.	17.0/33	N	Different World	2.	16.8/33
3.	16.9/31	N	Cheers	3.	16.2/31
4.	15.9/33	N	Cosby Show	1.	17.1/34
5.	15.8/34	N	Golden Girls	4.	16.0/34
6.	15.8/30	N	L.A. Law	8.	14.2/27
7.	15.5/29	N	NBC Sunday Movie	6.	15.7/29
8.	15.0/34	C	60 Minutes	7.	15.4/35
9.	14.4/28	C	Murder, She Wrote	10.	13.9/27
10.	14.0/29	N	Hunter	13.	12.9/27
11.	13.9/27	A	Who's the Boss?	9.	14.0/28
12.	13.8/28	A	20/20	14.	12.8/26
13.	13.6/28	N	Amen	11.	13.7/29
14.	12.8/24	A	Perfect Strangers, Tues.	15.	12.3/24
15.	12.7/25	A	Growing Pains	17.	12.1/25
16.	12.4/24	N	Matlock	20.	11.9/23
17.	12.3/22	C	CBS Tuesday Movie	12.	13.0/24
18.	12.3/28	N	227	16.	12.2/28
19.	12.2/23	N	NBC Wednesday Movie	21.	11.9/23
20.	11.5/25	A	Full House	19.	12.0/26
21.	11.1/21	A	Hooperman	28.	9.9/19
22.	11.1/25	A	Perfect Strangers, Fri.	22.	11.6/26
23.	11.1/20	N	NBC Summer Showcase	27.	9.9/18
24.	11.0/20	N	J.J. Starbuck	26.	10.2/19
25.	10.9/26	N	Facts of Life	23.	11.0/26
26.	10.8/23	A	Mr. Belvedere	18.	12.1/25
27.	10.8/22	A	I Married Dora	25.	10.3/21
28.	9.9/18	A	Moonlighting	35.	8.9/16
29.	9.8/20	N	Family Ties	24.	10.5/21
30.	9.7/18	C	CBS Sunday Movie	29.	9.3/17
31.	9.7/18	C	Wiseguy	32.	9.1/17
32.	9.1/17	A	ABC Sunday Movie	30.	9.2/17
33.	8.8/17	C	Jake and the Fatman	37.	8.7/18
34.	8.8/22	N	ALF	33.	9.0/21
35.	8.7/18	A	Thirtysomething	48.	7.6/14
36.	8.7/19	C	Magnum, P.I.	43.	8.2/19
37.	8.6/16	A	Spenser: For Hire	38.	8.6/18
38.	8.6/15	A	Slap Maxwell Story	46.	8.0/15
39.	8.6/20	N	Hogan Family	36.	8.8/20
40.	8.4/18	C	CBS Friday Movie	34.	8.9/19
41.	8.3/17	A	A Plague in the Land	39.	8.6/18
42.	8.1/15	C	Equalizer	31.	9.1/17
43.	8.1/18	N	NBC Monday Movie	41.	8.5/19
44.	8.0/15	A	ABC Thursday Movie	40.	8.6/16
45.	7.7/17	C	Designing Women	49.	7.6/17
46.	7.6/17	C	Newhart	45.	8.0/18
47.	7.4/14	C	Cagney and Lacey	42.	8.2/16
48.	7.2/14	A	MacGyver	56.	6.1/12
49.	7.1/13	C	Simon and Simon	50.	7.5/14
50.	6.8/14	A	Ohara	54.	6.5/14
51.	6.7/16	C	Blue Skies	47.	7.9/18
52.	6.7/14	C	48 Hours	44.	8.2/16
53.	6.5/14	C	CBS Saturday Movie	52.	6.6/14
54.	6.5/14	N	Rags to Riches	58.	6.1/14
55.	6.4/12	C	CBS Summer Playhouse	59.	5.6/11
56.	6.4/14	N	NBC Prime Time Baseball	51.	6.9/15
57.	6.3/15	C	High Mountain Rangers	53.	6.6/15
58.	5.9/14	A	Monday Night Baseball	57.	6.1/14
59.	5.6/11	A	Hothouse	55.	6.1/12
60.	5.5/12	A	Disney Sunday Movie	61.	5.4/12
61.	5.4/13	A	Supercarrier	62.	5.2/12
62.	4.7/11	N	NBC Pre-game Show	60.	5.5/13

* Indicates premiere episode

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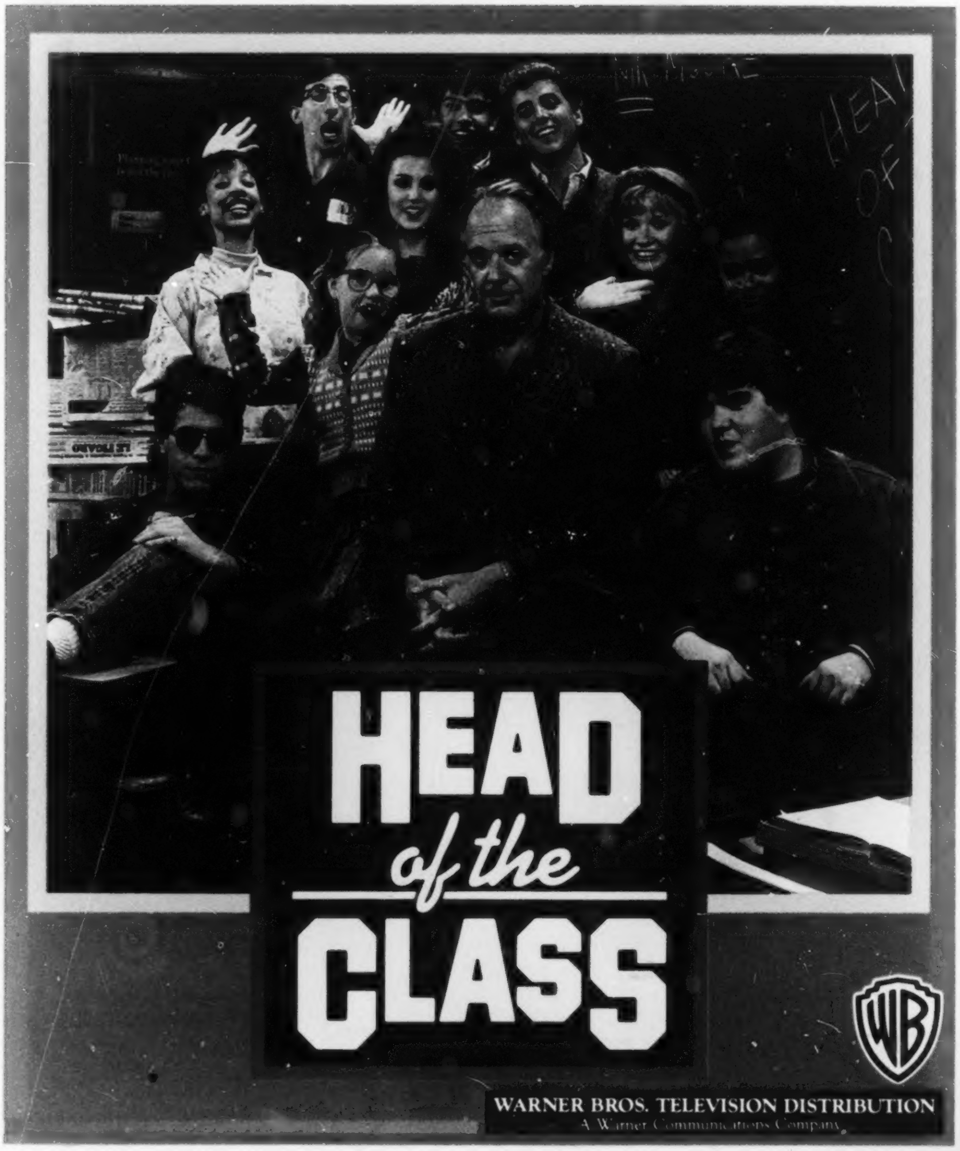
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 25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57th Year 1988

The Many Worlds of Radio 1988

Vol. 115 No. 4

Broadcasting Jul 25

Convention question mark . . . Poor ratings raise questions of whether networks should reduce coverage of national political conventions. **PAGE 27.**

Opening the door more . . . FCC proposes broadening waivers of its ban on telco-cable crossownership and liberalizing telco-cable system affiliation to allow phone companies to own up to 50% of publicly traded cable companies. **PAGE 31.**

Twenty-three years later . . . FCC votes to allow RKO General to settle its 23-year-long comparative renewal cases and sell KHJ-TV Los Angeles and WHBQ(AM) Memphis. **PAGE 33.**

37/***RADIO DAYS***

Whether it is due to networks and rep companies increasing their involvement in auxiliary marketing activities, or producers and syndicators increasing their programing fare, BROADCASTING's special report on aural band finds industry in flux.

'Talknet's' Neil Myers at the mike

34/***NBC'S CABLE START***

CNBC (Consumer News and Business Channel) is name of NBC's cable programing venture debuting in early 1989. Consumer business news will be shown 24-hours-a-day during week, with sports filling weekend schedule.

73/***AFTER THE SPLIT***

One week after announced plans to split MGM and United Artists, Lee Rich, chairman and chief executive officer of MGM/UA Communications, announces his resignation.

72/***SECOND CHANCE***

Continuing writers' strike has networks and producers scrambling to come up with original programing options for next fall—among alternatives are pilots that had previously been rejected outright or delayed indefinitely.

Previously rejected by CBS, 'Jake's Journey' is getting short-flight order from network.

74/***CABLE MADE-FORS***

USA Network says it will launch movie-of-the-week series next spring.

77/***AM IMPROVEMENT***

FCC proposes adoption of AM technical quality improvement standards, including industry-adopted NRSC audio standards developed by National Association of Broadcasters and Electronic Industries Association.

80/***STEER CLEAR***

According to comments from INTV, NCTA, MPAA and NAB, Copyright Office should stay on sidelines in battle over applying compulsory license to satellite superstations.

85/***HOT BIRD***

Murdoch's Sky Channel moves to Europe's leading DBS system.

88/***AROUND-THE-WORLD BY SATELLITE***

Since FCC opened up international earth station business in U.S. to competition four years ago, business of uplinking and downlinking international satellite signals has changed dramatically.

90/***EXPERIMENT IN PENNSYLVANIA***

Bell Atlantic asks FCC for permission to build fiber optic plant in Perryopolis, Pa., for test of video and telephone services. Company is working with existing cable franchise operator there.

111/***KEEPING THE CUSTOMER SATISFIED***

When it comes to operations, James Gray, president of Columbus, Ohio-based Warner Cable, believes in fundamentals. Customer service, he says, "has to be unquestionably sound."

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,963	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

launch one by spring 1989.

TCI backing may indicate that high-power, Ku-band direct-to-home delivery of entertainment programing, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on high-power signals delivered to small earth stations. Death of West Germany's start-up DBS bird, TV-Sat1, in February left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next November.

Indecency

FCC, by 2-1 vote, took action June 23 against Media Central's KZKC-TV Kansas City, Mo., for station's May 1987 prime time broadcast of "Private Lessons," declaring film "indecent" and imposing $2,000 fine. It was first time television had been fined for indecency. Media Central has said it will not pay fine, and will take matter to court.

More important than penalty imposed on station is FCC explanation of what was indecent about film. That explanation, part of FCC's notice to Media Central, is intended to set guidelines for other broadcasters to follow in determining what is indecent and what is not.

In deciding to crack down on broadcast indecency last April, FCC adopted standard based on broader definition of indecency than seven dirty words at issue in 1978 *Pacifica* Supreme Court decision. At same time, FCC sent warning letters to three radio stations. At open meeting last November, FCC reaffirmed indecency policy, but, in doing so, created midnight-6 a.m. safe harbor during which "indecent" programing can be broadcast because of perceived minimal risk of children in audience.

Other than KZKC-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

Meanwhile, oral arguments were presented in U.S. Court of Appeals in Washington in May by coalition of broadcast groups and citizen groups pressing First Amendment challenge of commission's anti-indecency policy. In earlier court brief defending policy, commission said it is "lawfully and reasonably" enforcing anti-indecency statute affirmed by Supreme Court in 1978 *Pacifica* case.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before between 1,500 and 1,800 applications were received.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them, and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process in processing latest batch.

Mergers

■Leveraged buyout tender offer has begun for Infinity Broadcasting at $30 per share. Of radio group owner's 10.1 million shares, fully diluted, roughly 4.3 million are held by senior executives, who formed WCK Acquisition to accomplish buyout. Some of 5.8 million shares being purchased are held by other management, who would receive combination of cash and stock in WCK Acquisition. WCK has already obtained bank and bridge loans and offer has been approved by Infinity board. Combined with assumption of debt, total value imputed to LBO is roughly $500 million. Class-action shareholder suits seeking to block LBO have been filed in Delaware Court of Chancery. Tender offer expires July 26. ¶ Final round of bids for stock of RCA Cablesystems Holding Co. (U.S. subsidiary of Rogers Cablesystems International) were received last Tuesday, July 19, by Morgan Stanley & Co. Rumored bidders for systems serving roughly 500,000 subscribers include telco, Pactel; Jack Kent Cooke, and ATC. ¶ Definitive agreement has been signed to sell Metropolitan Broadcasting to Robert F.X. Sillerman. Announcement on June 29 indicated which groups affiliated with Sillerman will end up with stations. Plans call for Metropolitan president and chief executive officer, Carl Brazell Jr., to form new company, Command Communications, to purchase KJOI(FM) Los Angeles; KHOW(AM)-KSYY(FM) Denver; KRLD(AM) Dallas, and Texas State Networks for $145 million. Financing for Command is being sought through L.F. Rothschild and will include nonvoting equity interest to be held by Sillerman, who will also co-own WNEW(AM) New York, in conjunction with Westwood One. Remainder of Metropolitan stations, WNEW-FM New York; WMMR(FM) Philadelphia, and KTWV(FM) Los Angeles, will be co-owned by Sillerman and group owner, Legacy Broadcasting, in which ing home satellite industry are considered dim. For starters, House bill (H.R.1885) passed Telecommunications Subcommittee by narrow vote, 13-11, indicating that action in parent Energy and Commerce Committee might not be forthcoming. Moreover, momentum behind measure is believed to have slowed because of announcement that National Rural Telecommunications Cooperative (noncable distributor serving dish owners) had closed deals with five leading cable programers, move many observers feel will persuade lawmakers that congressional intervention is unnecessary. Moreover, NRTC, which is one of legislation's chief proponents, says it is no longer going to push for Hill action.

Despite NRTC deals, Senator Al Gore (D-Tenn.) believes there is still need for legislative action and is poised to move his satellite measure next week after Democratic convention. Both House and Senate bills would mandate that cable programers permit any qualified third party to distribute their services to backyard dish (TVRO) owners. Gore will offer measure as rider to another bill because of problems he encountered trying to gain time agreement to bring up legislation. Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) is legislation's chief opponent.

On other front, last week House Copyright Subcommittee passed legislation (H.R. 2848) to permit satellite distribution of broadcast signals—superstations—to backyard dish owners. However, bill's future is unclear because it has become entangled in jurisdictional dispute between copyright and House Energy and Commerce Committees (BROADCASTING, July 11). Commerce is likely to request referral once bill moves from parent Judiciary Committee, which will slow down legislative process at time when there are fewer than nine weeks on congressional calendar.

Syndex

■ At May 18 open meeting, FCC adopted unanimously new syndicated exclusivity rules empowering television stations to enforce exclusivity of their syndicated programing against cable systems.

FCC released order last week detailing rules. One point cleared up in order was liability for substitute programing. According to order, cable systems forced to delete programs from distant signal broadcasts may substitute other distant signals without incurring additional copyright liability. Order set Aug. 18, 1989, as effective date of rules. With release of order, opponents of rules may now begin challenging them in courts.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programing on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programing on signals duplicates that on local television stations. Under syndex rules, stations can force cable systems to delete duplicative programing.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programing, but said benefits outweight costs. What's more, FCC added several provisions to mitigate impact of rules. Rules will not take effect for one year and systems with 1,000 or fewer subscribers are exempt. Also, exclusivity in existing contracts may not be immediately enforceable.

Broadcasters applauded decision. They say syndex will restore equity within marketplace and that consumers will benefit.

Cable, on other hand, was not pleased. United Video, common carrier for superstations WGN-TV Chicago, WPIX(TV) New York and KTVT-TV Dallas, says it will appeal decision, and National Cable Television Association is promising to do same.

Unions

As the writers strike enters its 20th week, no word on new talks between producers and Writers Guild of America. Month ago, Writers Guild of America membership rejected 3 to 1, so-called "final offer" of Alliance of Motion Picture and Television Producers. In that proposed agreement, producers took guild up on its compromise resolution tying residuals for one-hour shows in domestic syndication to total billings for those programs. However, in return, WGA wanted hike in foreign residuals that producers were unwilling to give. ■

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Tracking the fickle business of formats

While the major formats continue to attract listeners, programers look for ways to expand and freshen them to avoid audience burnout

Radio programers are not resting on their laurels. While station consultants and executives admit that there has been little change since last year in the performance of most of the top radio formats, they are not content. Instead of waiting for a ratings falloff, many said they are cautiously exploring new ideas to assure future success. The consultants and programers said the aging of the baby boom generation is the most significant demographic trend.

For radio consultant Kent Burkhart of Burkhart, Douglas and Associates, Atlanta, the stablity in radio's programing marketplace could have been predicted. "There hasn't been anything new on the horizon," he said, probably because of the continued demographic strength of adult contemporary, album-oriented-rock, oldies and contemporary hit formats.

Added Jeff Pollack, president of the Pollack Media Group, Pacific Palisades, Calif.: There is "no significant difference" to radio programing this year compared to last year, and "there's no substantial change in station ratings" in most markets.

Robert Hall, vice president of programing for Satellite Music Network speaks of radio programing in the same way, but like Burkhart and Pollack, his comments do not end there. Said Hall: "I don't think broadcasters are ready for change, but the audience is."

Hall said that listeners have been "screaming in target [focus] groups" about how radio owners "love to play it safe." Added Hall: "what's available [programing] is limited," leading SNM and others to look for new products.

□

The format many consultants speak of when they talk of programing's future is adult contemporary. And it's no wonder, since it's the fastest growing format in radio. In 1984, it was programed by 1,707 of the nearly 8,500 stations on the air. AC is now heard on 2,337 of radio's 11,000-plus stations.

While the leading radio format in 1988 (and in 1984) is country, the number of adult contemporary stations programed in major markets far outnumbers the number of country stations in major markets. While a major market can typically sustain one, possibly two, country stations, it can support a greater number of AC outlets.

One reason for the reasonably comfortable co-existance of those stations has to do with the format's nature. With a base of well-known rock hits and pop standards, each AC can combine elements of classic rock, oldies and top-40 to create a niche for itself, according to programers.

Burkhart added that over the next several years, AC will look to regain male listeners that have been estranged by what they perceive as the blandness of "light rock." Burkhart said that he is introducing a male adult contemporary (MAC) format to reach an audience neglected by mainstream AC.

"Most ACs are for women and males are shoved aside," he said. "Programers have historically disregarded males...People around the country have found that females are easier to transfer from CHR to AC. "Our research has seen a definite request by men 25-54 for newer album cuts from artists like Sting," Burkhart said. While the female AC listener is interested in melodic, though not necessarily new, music, Burkhart said audience testing and research indicate that for men "it's important to be on the leading edge. They want new material," they want to "stay on top of new music."

□

New age-oriented formats, including "The Wave," which took off last year on Metropolitan's KTWV(FM) Los Angeles, and the new age sound of WBMW(FM) Manasass, Va. (Washington), appear to have secured a solid niche in the marketplace. The format's selection of ethereal instrumentals and light jazz, now often classified as "new adult contemporary," has won numerous converts in the radio business, although it is programed by a relatively small number of stations.

Jim Duncan of Indianapolis-based American Radio said that the format has been "doubling shares" at many of the station's that have adopted it. Hall, whose company distributes "The Wave" to 11 stations, said he is encouraged by audience sampling of the format.

"At first they think it's strange, but as they listen, they like it," he said of the announcer-less format that features only brief news headlines and weather on the hour. Hall predicted that "one or two stations in every market" will be programing the format "in the next five years."

Gary Kneisley, general manager and vice president of operations at WNWV(FM) Elyria, Ohio (Cleveland), which airs "The Wave," said that in the recently released Birch spring book, WNWV(FM) posted a 3.5 12-plus metro share (Monday-Sunday, 6 a.m.-midnight). While that 12th-placed market share number is down from its ninth-placed 4.1 in the spring of 1987 (when the station was programing SMN's "Z-Rock"), Kneisley said that the format has brought in more advertising dollars because the format's audience profile is more attractive to advertisers.

Progressive Music Network, Minneapolis, has also found success with its version of "new adult contemporary," dubbed "The Breeze." Tom Pelissero, operations manager for "The Breeze," points to the success of WAVH(FM) Spokane, Wash., which went from a 2.0 12-plus metro share in the fall Arbitron book when it was airing "Format 41," to 3.5 in the spring. Pelissero said "The Breeze" primarily appeals to the 25-49 age group, with some listeners migrating from easy listening stations.

Still, some radio executives wonder about the success of "new AC," and question if it will have staying power.

□

Country music, to hear those involved in the format tell it, are finding it a challenge to

Following the formats

According to an analysis of BROADCASTING's Yearbook database, there are currently 11,182 U.S. radio stations. Of these, 10,[illegible]38 have reported information about their station's programing formats for the 1988 Yearbook.

BROADCASTING currently uses 65 separate format categories for station classification, a list that has been shaped by questionnaire responses over the years. The chart below gives a breakdown of the top 15 radio programing formats for the last four years, ranked in descending order (for 1988) of the number of stations carrying each format.

Format	1988	1987	1986	1985
Country	2,450	2,417	2,500	2,490
Adult contemporary	2,337	2,242	1,948	1,707
Top 40/CHR	950	912	1,046	1,032
Religious	948	886	796	732
MOR	802	921	1,213	1,417
Rock/AOR *	604	559	577	587
Diversified	596	597	637	662
Golden oldies	537	463	355	317
Easy listening	434	440	456	474
Classical	343	332	341	320
News **	333	299	287	282
Jazz	274	246	270	263
Spanish	211	210	207	176
Black	211	234	244	261
Urban contemporary	191	166	144	111

[illegible] broadcast in excess of 20 hours per week. * Includes stations classified as progressive. [illegible] Station reporting more th[illegible] formats. ** Includes stations classified as [illegible]

Raab

Mullins

McCoy

Kneisley

Hall

Burkhart

move beyond the traditional audience profile. While a recent Arbitron country listenership study commissioned by the Country Music Association showed that country listeners are more diverse than their "rural and older" sterotype might suggest, a number of programers said that their stations are finding a younger listener profile elusive.

Moon Mullins, a country consultant who is also the program director at WSM(AM) Nashville, said: "There might be certain markets" where country stations skew younger, "but on a national scale the audience is getting older." The 18-34 audience still belongs to Whitney Houston and George Michael, he said.

According to Joel Rabb, president of Joel Rabb Associates, New York, country radio is undergoing a "continued growth and evolution of acts that are appealing to younger demographics." Those acts appeal to country's core 35-44 audience as well as to the 25-34-year-olds. Rabb referred to acts such as The Judds, Dwight Yoakam, Randy Travis and Restless Heart as part of "a changing of the guard" in country radio.

But Rusty Walker, president of Rusty Walker Programing Consultants Inc., Iuka, Miss., said he is unsure of the ability of some of the new country acts to stake out a future for the format because they tend to have an older, more traditional sound reminiscent of Hank Williams Sr. and Roy Acuff, in spite of their stylish, younger appearance.

□

Anyone unsure of the attraction of the oldies format need only look at and listen to the numerous television and radio advertisements that use jingles incorporating older tunes or variations on them. Some programers said that the format is stretching its boundaries (especially in AC, where oldies are commonly in heavy rotation) in response to the aging of the baby-boom generation, but others referred to the "pure thing," the all-oldies format, as the most marketable commodity.

Joe McCoy, program director at oldies-formatted WCBS(FM) New York, said that the station is at its "hottest" since it started with the format in 1974, and he attributes that strength to baby boomers standing by the music they grew up with. WCBS(FM) was tied for fifth place in Arbitron's spring book with a 4.2 metro share, compared with a 3.7 last year. In men 25-54, the station was first with a 7.8 share, and with women 25-54 it was second with a 6.3.

□

Easy listening stations have also been changing in response to the aging of the baby boom generation. Bob Chandler, operations manager and head of programing at WGAY(FM) Washington, said that although there has been "some erosion" in easy listening's audience shares, it still remains a strong format. In Arbitron's spring book, WGAY ranked second in 12-plus metro share with a 6.6.

But Chandler added that in order to insure a future for his station, broadening the format's music selection will be necessary. Chandler said that inroads by "light" AC

Continues on page 56.

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(continues from page 54.)

formats into the easy listening audience have been one of the strongest incentives to reexamine the format.

"We're taking a different approach. It's not simply strings anymore," he said. Using a mix of music from the 1970's and '80s, Chandler said his stations' target is broadening beyond 45-55 year olds, to listeners in their late 30's and early 40's. Chandler termed the station's new programing slant "less mechanical" than in the past. "We're getting away from cover vocals" and instead are using original recordings by Lionel Ritchie and Ray Charles, among others.

Jim Opsitnik, president of Bonneville Broadcasting System, which supplies programing and consulting services to 166 easy listening stations, said that his research shows that easy listening will have to embrace elements of AC to survive. Opsitnik said that "testing the edges of listeners' tolerance level" with programing elements that appeal to the 35-44-year-old listeners has become a way of life for the format. Those new elements include vocal artists such as Gloria Estefan and the Bee Gees, as well as more news. "The format has evolved away from heavy orchestrals and choral groups" to more familiar songs, he said.

---

by Scott Barrett

Radio's syndication proliferation

The number of independent program suppliers has grown to a record high this year, as demonstrated in the following round-up. Offerings in 1988 include a wide variety of specialized programing that range from short-form health features to long-form music formats. Most are available to radio stations on a barter basis and are distributed primarily via satellite, disk and/or tape.

(Not included in the following capsules are 24-hour programing services, which appear on page 55, and independent program suppliers who solely produce long-form shows that are cleared and sold by the major radio networks.)

All Star Radio, Los Angeles, is providing stations with a "full comedy programing service," said managing partner Merrill Barr, with the introduction of a weekly comedy newsletter and consulting services to stations. All Star introduced *Daily Comedy Exclusive* last year, featuring Ron Stevens and Joy Grdnic, who also perform the company's *Radio Hotline* and *Comedy Drop-Ins*. *Exclusive* has taken off, said Barr, and is now carried by 68 stations. The duo has consistently delivered seven 15-60-second bits per week on topical subjects, said Barr, two above the minimum.

The weekly newsletter is aimed at helping local disk jockeys with their comedy routines. All Star also does critiques of local on-air material and makes Stevens available on a weekly basis for consultation with stations.

All Star introduced *The Guy Who Talks Fast* last year. It features John Moschitta Jr., who gained fame as a fast-talking actor on

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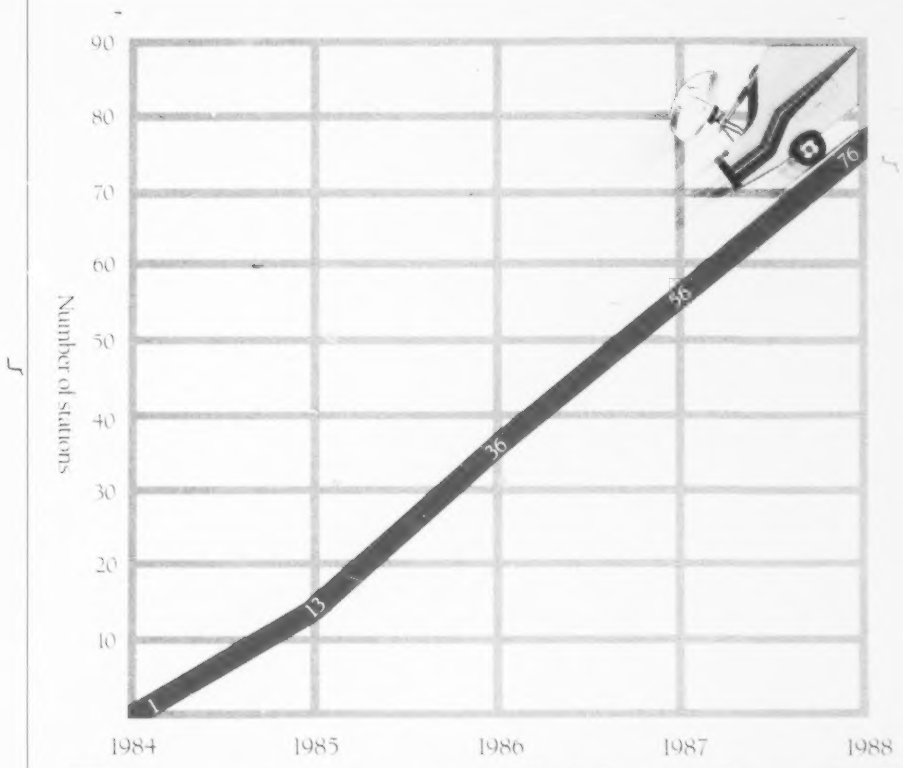

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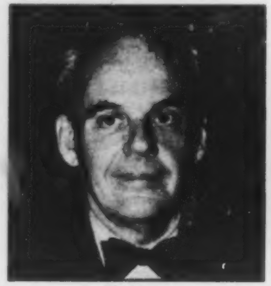
Broadcasting ⚡ Aug 1

Vol. 115 No. 5

NBC's new newsman . . .

Network replaces NBC News President Lawrence Grossman, whose four-year tenure ends Aug. 1, with Michael Gartner, visible name in world of print journalism. **PAGE 27.**



Gartner

Grossman

Indecency activity . . .

FCC wins qualified victory in appeals court on indecency. **PAGE 28.** Decision appears to sidetrack Senator Jesse Helms's amendment requiring 24-hour ban on indecency. **PAGE 29.**

Hollywood: Part II . . .

In this second part of special report on "The Powers That Be in Hollywood," BROADCASTING assembles mini-profiles of leading independent television program producers, group consistently providing more and more network TV programing. **PAGE 35.**

30/MORE TALK

Federal mediator schedules more discussion between negotiating committees for Writers Guild of America and producers.

31/EXAMINING NETWORK RESTRICTIONS

FCC plans to reopen proceeding to eliminate ban against networks owning cable systems and also to suggest eliminating two-year network-affiliate contract.

32/CLOSED SHOP

AGB Television Research suspends national peoplemeter TV ratings service following its merger with Media Mark Research.

32/CORDAY TO CBS

Barbara Corday joins CBS as executive VP of prime time programs, becoming, according to network, highest ranking female network programing executive in medium's history.

50/REFLECTIONS ON CHANGE

Thirty-year CBS veteran Robert Hosking has guided CBS Radio as its president for almost eight years. In this "At Large" with BROADCASTING editors, Hosking took time before his retirement July 29 to reflect on changes in medium and CBS's positioning for future.

Hosking

53/STATESIDE

Improved satellite delivery and better programing are translating into increased memberships for state radio networks and more business from national advertisers.

56/CONVENTION NOTES

In light of poor ratings for this year's Democratic convention, commercial broadcast networks begin reevaluation of how to cover 1992 national political gatherings.

59/SLOW SECOND

Publicly held station group owners report slow second quarter.

59/TOGETHER

Aaron Spelling Productions and Worldvision Enterprises agree to merge, hoping that production company and distributor will complement each other.

Worldvision's 'Love Boat'

60/CONSUMER FOCUS

Attendance for Cable Television Administration & Marketing Society's annual meeting is up this year with 1,700 cable executives headed to Boston to discuss "Serving Tomorrow's Consumer Today."

87/ONE-TWO PUNCH

Seth Abraham has turned his passion for sports into business of making HBO cable sports power.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's[1]**	**TOTAL ***
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,963	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

original petition had been prompted by story in *Wall Street Journal* that said advertisers prepared two sets of commercials, one for networks and one for independents with "looser" standards on realistic portrayal of toys' abilities. INTV President Preston Padden said he had been unaware of dual standards practice.

On June 8, children's television bill breezed through House 328 to 78; chances for passage are good. NAB says it won't fight bill, but has reserved right to oppose changes that might occur when Senate acts. Office of Management and Budget released statement opposing bill, stopping short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos'

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December

Dec. 7-9—Western Cable Show, sponsored by *California Cable TV Association*. Anaheim Convention Center, Anaheim, Calif. Information: (415) 428-2225.

Dec. 13—Presentation of Women at Work broadcast awards, sponsored by *National Commission on Working Women*. Capital Hilton, Washington. Information: Sandra Porter (202) 737-5764.

January 1989

Jan. 4-6, 1989—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Open Mike

Reregulation request

EDITOR: As a former broadcast journalist (I've been news director of a small television station and two radio stations), I still follow communications issues in BROADCASTING, especially broadcast deregulation. I read with particular interest the story in the July 11 issue concerning the Gillett stations being on the market. Now that the stations have been milked for all they are worth and there may not be another buyer willing to pay a higher price, the owners are worried they may have trouble servicing the large debt incurred to buy stations.

Since deregulation, the word "service" is seldom heard among station owners. The only important thing is: "How much can we sell the station for in the shortest amount of time?" When General Electric took over RCA as a white knight, it soon dumped NBC Radio because it couldn't milk enough money from it. Forget 60 years of tradition and service; the bottom line is all that matters.

Cable also needs to be reregulated. Since deregulation, the cable company serving the West San Fernando Valley of Los Angeles (Cablevision Industries) has increased basic (not pay) rates almost 50%. In April, my basic cable bill increased just under 40% with no increase in service (unless additional teletext ad channels count as new services). Of course, the cable service doesn't carry all the local signals even though they have a de facto monopoly since reception over the air isn't that great.

I feel that the FCC or Congress needs to regulate the broadcast and cable industries. I am not against free enterprise and making a profit, but the "public interest, convenience and necessity" need to be considered also—*Craig Bryan, Chatsworth, Calif.*

Confused

EDITOR: It isn't surprising that in this industry sometimes you get the feeling that you're living in never, never land. A struggling UHF station in Kansas City gets fined by the FCC for showing a movie considered to be indecent. Meanwhile in the same house on a different set anybody—adult or child—can be watching a cable channel with the most outrageously foul comedy material available. If the public's sensitivity is really what's at stake, this situation makes no sense at all. It's time the commission and the Congress really understood what's going on in this world—*Robert C. Wiegand, executive vice president and general manager, WPEC(TV) West Palm Beach, Fla.*

Taking issue

EDITOR: The recent "Monday Memo" (BROADCASTING, July 4), "Television is the Key to Baby Boomers' Buying," by Michael R. Smythe, made interesting reading. However, I am appalled to see a representative of America's so-called major and dominant medium make such comments as "Attempting to entice clients by punching push buttons in a radio while in rush hour traffic-...is not worth the investment."

I'm sure Mr. Smythe, like us at the RAB, takes seriously his assignment to promote the use of his advertising medium. It seems to me that Mr. Smythe has many positives to sell representing America's so-called dominant medium, so why does he resort to such cheap shots? Clients are much too intelligent to buy such thinking.

Television is a great, effective medium, and used properly, so is radio. Shame on you, Mr. Smythe.—*William Stakelin, president and CEO, Radio Advertising Bureau, New York.*

In conclusion

EDITOR: Thank you very much for publishing my commentary on HDTV in your June 13 "Monday Memo" column.

While I took issue with the cost effectiveness of NHK's MUSE system to achieve a high resolution 16:9 aspect ratio, NTSC noncompatible transmission system for TV, part of my concluding paragraph was edited out, probably due to space considerations. I would appreciate it if you could print this section as it could change the tonality of my piece.

The last paragraph shoud read:

"In the final analysis, it is not a case of U.S. technology vs. other technologies. Rather, it is a case of finding the most cost-effective way to provide enhanced performance television to the public. I would much rather have a $10-billion solution to providing HDTV to the public, regardless of which country makes the TV sets, than to create a $200-billion solution because we impose the wrong standard. The latter simply would not work. Let's all focus our energies on the right target. With the continuing advances being made in high density memory and digital signal-processing integrated circuit chips, it will not be too long before all television transmission will be digital. Let the futurists among us start to look at that transition in standards."—*John J. Sie, senior vice president, Tele-Communications Inc., Denver.*

against network news programing on CBS and NBC affiliates. First place went to *ABC World News Tonight*.

Because the sitcom cost the station far less to purchase than would an off-network sitcom—$20,000 per episode against $35,000 per episode for *Facts of Life*, for instance—Robertson said that selling commercials at the same cost-per-point would leave the less expensive show with the better return on investment to the station.

But, according to station rep Katz TV executive John Von Soosten, the Philadelphia results are far from conclusive. "One market doesn't a ratings history make," said Von Soosten, who added that "intelligent scheduling" may have made the program appear stronger than it might otherwise be.

Agreeing that the first results were not enough was Dick Kurlander of rep firm Petry. "Philadelphia is an isolated instance. You're looking at a very lucky set of circumstances."

Robertson believes, however, the news from Philadelphia will bode well for Lorimar's next first-run strip syndication, *Mama's Family*, its highest rated first-run sitcom, going into syndication March 1989 with 110 episodes.

MCA TV Enterprises President Shelly Schwab also expressed confidence in the ongoing syndication sales of *Charles*, which the company is planning to strengthen with a promotional campaign next month.

The sitcom, which Schwab said has a year-to-date household rating of 5 and is the number-one first-run sitcom among, combined, young women, teen-agers and children, goes into syndication next January with 100 episodes guaranteed.

Lorimar's Robertson argued, with concurrence from Schwab, that if strong performances continue for first-run strips, the programs would not just be viable for independents or for affiliates in fringe, but for top 50 market affiliates in access as well.

Sitcoms are not now found in access on top 50 affiliates, other than with the NBC first-run checkerboard experiment, because the FCC's prime time access rule prohibits those stations from running off-network fare during that daypart.

"The jury is still out on stripping," said Schwab. "[And] it's such a new form. But a program is a program. If done well and with the same production values, I see no reason why not" for affiliates to use first-run sitcoms in access.

Katz's Von Soosten recalled that one of the original selling points for top-50-market affiliates to become involved in first-run product was that if successful, it would provide material for stripping in access.

"It was a terrific concept," said Von Soosten. "But in actual practice, I haven't seen any [first run sitcoms] that are really strong hits. Some are stronger, but not strong enough to strip in access." Von Soosten said the first-run product in its weekly slot has generally proved just average and less than average" relative to other shows in the time period.

According to Petry's Kurlander, "I don't see any reason for top 50 affiliates to get into that game. There is nowhere to go. Why get into [first-run] sitcoms when you're up against all the top guns of off-network sitcoms? Why finagle yourself into sitcoms when you can't have the best?"

Kurlander said that in typical markets, first-run strips would have to compete in access with such hits as *Wheel of Fortune*, *Jeopardy!*, *Family Feud* and *A Current Affair*, or potential hits including *USA Today*, *The Cosby Show* (on top market independents), as well as a handful of other off-network sitcoms such as *Who's the Boss?* and *Growing Pains*.

Von Soosten also noted that for affiliates bringing in their first sitcom at 7 p.m. or 7:30 p.m., following local or network news, it would be difficult to win over audiences that have been viewing competing independents' sitcom blocks starting at 5 p.m. or 6 p.m.

"If the checkerboard had been successful," said Kurlander, "then it would have been a different story. We would see stations continue to run checkerboards, then roll them into potential strips."

Schwab said: "What affiliates have to do is learn from independents. [Affiliates] have lost share because indies have been more aggressive in pursuing new forms" of programing.

"It's the obligation of stations to recognize what's going to happen if we [the studios] choose not to invest in first-run sitcoms," cautioned Schwab. "If stations don't come forward and support [first-run] in strip, off-network becomes the only choice."

Supporting the new form is to the stations' advantage, Schwab added, because with so few off-network sitcoms coming to market, the few that do come with "enormous price tags." ☐

Dems take Dukakis, NBC takes week

Nielsen		Net			AGB
1.	15.6/33	N	Golden Girls	1.	17.5/37
2.	15.3/33	N	Hunter	6.	14.4/30
3.	15.3/31	N	Cosby Show	2.	16.8/33
4.	14.5/32	C	60 Minutes	5.	14.4/33
5.	14.2/25	N	NBC Sunday Movie	11.	13.0/23
6.	13.8/27	C	Murder, She Wrote	4.	14.4/29
7.	13.7/29	N	Amen	3.	14.5/30
8.	13.4/27	A	20/20	7.	13.5/27
9.	13.4/24	C	CBS Sunday Movie	8.	13.3/24
10.	12.5/24	N	ALF	12.	12.8/24
11.	12.1/22	A	ABC Sunday Movie	14.	11.6/21
12.	11.7/26	N	227	10.	13.0/29
13.	11.1/22	N	Heart and Soul	9.	13.1/25
14.	10.8/21	A	Who's the Boss?	13.	12.1/27
15.	10.8/22	N	Miami Vice	22.	10.5/21
16.	10.7/20	A	Full House, Tue.	17.	11.2/21
17.	10.4/22	A	Mr. Belvedere	16.	11.2/23
18.	10.1/20	A	Growing Pains	18.	11.0/21
19.	9.9/20	A	I Married Dora	23.	10.0/20
20.	9.9/19	N	Matlock	15.	11.3/21
21.	9.8/19	A	Head of the Class	21.	10.6/20
22.	9.6/20	N	Family Ties	29.	8.9/18
23.	9.4/22	N	Facts of Life	19.	10.6/25
24.	9.2/18	N	My Two Dads	26.	9.3/18
25.	9.0/17	C	Jake and the Fatman	20.	10.6/20
26.	8.7/17	N	NBC: Convention, Tue.	27.	9.2/18
27.	8.6/18	A	Full House	28.	9.0/19
28.	8.6/19	N	Best of TV Bloopers	30.	8.8/19
29.	8.5/17	N	Miami Vice, 9 p.m.	31.	8.3/17

Nielsen		Net			AGB
30.	8.4/19	A	Perfect Strangers	32.	8.3/18
31.	8.3/18	C	Beauty and the Beast	33.	8.1/18
32.	8.3/15	C	Blue Skies	24.	9.5/18
33.	8.0/15	N	NBC: Convention, Thu.	25.	9.4/18
34.	7.8/15	A	ABC: Convention, Tue.	35.	7.6/14
35.	7.5/16	C	Tour of Duty	51.	5.8/12
36.	7.0/14	A	MacGyver	52.	5.7/11
37.	7.0/13	A	Why on Earth?	36.	7.5/14
38.	7.0/15	C	West 57th	37.	7.4/16
39.	6.9/13	A	ABC: Convention, Wed.	40.	6.9/13
40.	6.7/13	A	ABC: Convention, Thu.	48.	6.3/12
41.	6.7/13	C	CBS: Convention, Wed.	38.	7.2/14
42.	6.7/13	C	CBS: Convention, Tue.	41.	6.9/13
43.	6.5/13	N	NBC: Convention, Wed.	34.	7.8/15
44.	6.4/13	C	CBS Friday Movie	42.	6.8/14
45.	6.4/13	C	CBS: Convention, Thu.	39.	7.0/14
46.	6.3/14	A	Supercarrier	54.	5.3/12
47.	6.2/11	N	NBC: Convention, Mon.	43.	6.7/13
48.	6.1/13	A	Ohara	47.	6.5/13
49.	5.9/14	C	Kate and Allie	44.	6.7/16
50.	5.9/13	N	Rags to Riches	50.	6.0/14
51.	5.8/11	C	CBS: Convention, Mon.	49.	6.2/11
52.	5.7/12	A	Hotel	53.	5.5/12
53.	5.7/10	A	ABC: Convention, Mon.	46.	6.5/12
54.	5.7/11	N	Down Delaware Road	45.	6.5/12
55.	5.4/12	A	Disney Sunday Movie	57.	4.8/11
56.	5.0/10	C	CBS Summer Playhouse	56.	5.2/10
57.	4.9/11	C	Frank's Place	58.	4.7/10
58.	4.8/10	A	Divided We Stand	55.	5.3/10

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8/10/88 C1750-1

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 8

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

57th Year 1988

Vol. 115 No. 6

Broadcasting Aug 8

Off the picket line... After 22 weeks, striking Writers Guild of America and Alliance of Motion Picture and Television Producers reach tentative settlement. Producers gear up for seven-day work weeks to make up for lost time. **PAGE 19.**

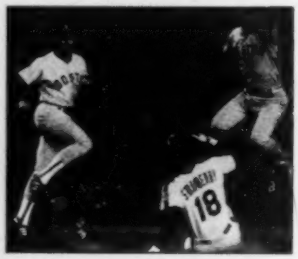
Affiliate pursuit... NBC President Bob Wright and executives of NBC Cable pursue affiliates at CTAM for network's new cable channel, CNBC (Consumer News and Business Channel). **PAGE 21.**

THE NBC TRADITION CONTINUES

cnbc

CONSUMER NEWS & BUSINESS CHANNEL

Acquisition mode... Viacom is looking to buy more cable and television properties, says its chairman, Sumner Redstone. To finance those purchases, company is reducing its bank debt to less than $1 billion through asset sales and securities offering. **PAGE 26.**



22/**CABLE UP TO BAT**
Major League Baseball Commissioner Peter Ueberroth says cable television will be part of next baseball contract, which will be negotiated at end of current season.

22/**EYE FOR AN EYE**
CBS offers glimpse of its new logo—with musical accompaniment—to television audiences for first time.

23/**FCC ACTION**
FCC reopens proceeding aimed at eliminating its 28-year-old network/cable crossownership ban; looks at changing length of network-affiliate contracts, and issues new political advertising guidelines.

25/**ELEPHANT WALK**
Up to 15,000 members of foreign and domestic media are preparing for Republican national convention at New Orleans's Superdome, where few surprises are expected.

New Orleans '88

28/**JINGLE JANGLE**
Business of creating radio station identifications may be changing as new companies enter field and those dominating industry over last 20 years look for fresh approaches.

30/**CTAM '88**
Cable Television Administration & Marketing Society's largest convention ever focuses on better promotion and marketing. Gathering also serves as forum for pitching new programing channels, discussion of pay per view vs. home video and building relationships with producers outside of Hollywood.

33/**RECAPITALIZATION**
Reliance Capital Group and Hallmark Cards refinance two Spanish-language networks they control, neither of which is expected to be in black for few years.

34/**AND THEN SOME**
Financial News Network adds new consumer-oriented business features, saying changes—which also include more in-house produced programing, new studio facilities and better transponder position—were unrelated to NBC's earlier announcement of its new cable channel.

35/**NETWORK SHUFFLE**
ABC and CBS unveil plans for their respective strike-affected fall schedules as they fill program void and counter coverage of Olympics and World Series on NBC.

38/**ASKING PERMISSION**
Estimated dozen Public Broadcasting Service stations reject PBS documentary on male attitudes toward women; at least one station asks FCC whether program is indecent before deciding whether to schedule it.

63/**NO REGRETS**
Genesis Broadcasting's Martin Greenberg turned his first tour of radio station 26 years ago into tour of duty in radio broadcasting field.

37/**TAKE FIVE**
Oprah Winfrey, host of *The Oprah Winfrey Show*, extends her deal with syndicator King World through 1993.

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but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—At Aug. 4 open meeting, FCC was to reopen proceeding aimed at eliminating ban on three major broadcast networks owning cable systems. Networks supported repeal of ban in 1982, and are expected to do so again.

Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new appli-

Speaker: Ruth Otte, president-chief operating officer, The Discovery Channel. Copacabana, New York.

■ **Sept. 14-16**—*National Association of Black Owned Broadcasters* fall broadcast management conference. Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters.* Convention Center, Washington.

Sept. 15—Sixth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

Sept. 15—*Philadelphia Advertising Club* meeting. Speaker: Sally Jessy Raphael, ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter,* 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 18-20—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

■ **Sept. 20-22**—*Satellite Communications Users Conference.* Las Vegas Hilton, Las Vegas. Information: Kathy Kriner, (303) 220-0600.

Sept. 21—*New York Television Academy* luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 21—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 528-2475.

Sept. 22—*Oklahoma Association of Broadcasters* sales seminar. Tulsa, Okla. Information: (405) 528-2475.

Sept. 22—*IRTS* Newsmaker Luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Sept. 22-25—Third annual *Society of Broadcast Engineers* national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23—*Southern California Cable Association* eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

■ **Sept. 23-25**—*Maine Association of Broadcasters* annual convention and election of officers. Sebasco Estates, Sebasco, Maine.

Sept. 23-27—*International Broadcasting Convention,* sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Sept. 23-30—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 449-6600.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting, "NATOA '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean, Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

■ **Sept. 26-27**—Hispanic Media and Marketing Conference, sponsored by *Media Institute* and *Advertising Age.* Marriott Marquis, New York. Information: (212) 210-0209.

■ **Sept. 27**—*Association of National Advertisers* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programing.* Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

■ **Sept. 27**—Roast of Bill Daniels, Daniels & Associates, Denver, sponsored by *Women in Cable, Washington chapter.* Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy, "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable.* Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman: (202) 775-3690.

■ **Sept. 28**—"Beyond the Basics," course sponsored by *Women in Cable.* Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

October

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-35

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters.* Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

Oct. 4-6—*Atlantic Cable Show.* Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **Oct 6**—"Beyond the Basics," course sponsored by *Women in Cable.* Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 9-11—*Women in Cable* management conference. Swiss Grand hotel, Chicago. Information: Rhonda Christenson, (815) 962-4400.

Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

■ **Oct. 9-12**—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences.* Sheraton Center, New York. Information: (212) 586-8424.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

■ **Oct. 12**—"Beyond the Basics," course sponsored by *Women in Cable.* Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

Errata

Funding bill adopted by Senate late last month and reported in Aug. 1 issue, **contained fiscal 1989 appropriations for Board for International Broadcasting of $227.1 million.** National Telecommunications and Information Administration's **public telecommunications facilities program would receive $21.59 million** under same bill.

□

Last week NBC emphasized that **Mike Eskridge,** newly appointed president of NBC Cable channel CNBC ("In Brief," Aug. 1), **will remain involved in NBC-TV's coverage of 1988 summer Olympics** in Seoul while working on start-up activities of CNBC (Eskridge was executive vice president of NBC's Olympic unit prior to becoming president of CNBC).

□

July 18 "Special Report" on satellites incorrectly identified **NBC-TV affiliate satellite news service Skycom** as Starcom. Also, list of **GTE Spacenet's planned launches should have included** 16 Ku-band transponder **GStar IV,** to be placed at 136 degrees west longitude in 1990.

Open Mike

Defending the faith

EDITOR: It was refreshing to read the July 18 "Monday Memo" "On understanding TV evangelists" by Stephen Wizenburg. As a Christian radio station owner, I'm sick and tired of the constant criticisms TV evangelists as a whole have received. Mr. Wizenburg put this whole area into perspective through analyzing some various myths. And although I may not totally agree with his implication that TV evangelists are still good even if only from a monetary perspective, it is very true that, as he said, "All the recent public scrutiny has led to an increased stereotyping of televangelists instead of bringing a greater understanding of the mission and method of religious bradcasters." Amen.

Incidentally, I really enjoy your magazine as it keeps me current on all the relevant issues involving media today.—*Daniel Poole, WWCM(AM) Ypsilanti, Mich. (Detroit).*

Taking stock

EDITOR: Your section on radio syndicators in the July 25 issue failed to include one of the fastest-growing radio services in the country: Radio Amex.

Each day, Radio Amex broadcasts more than 60 separate reports on the stock market reaching more than 1,000 stations across North America. In addition, our weekly radio program *Amex BusinessTalk* is aired on more than 60 radio stations in the U.S. and in London.

And this fall, Radio Amex will begin

Stoddard

LeMasters

games that are sold out and are out of sale, and the league championship series at this point is close to 90% sold," he said.

To counterprogram against the Olympics, ABC has scheduled four *Monday Night Football* games at 8 p.m. instead of 9 p.m., their regular starting time. The reason, said Swanson, "is that two of those games, on Sept. 19 and 26, go head to head with the Olympics, starting at 7:30 p.m. And it was the feeling that we just didn't want to let NBC have an hour-and-a-half jump on us." Swanson said the other two games were moved because "as the writers' strike began to have its impact and carry on, it seemed that the best thing to do was to take the two—the first two games—and move them to 8 p.m. as well, to save a couple of hours of programing there and create continuity with the other two."

ABC, which recently announced plans to remake the *Mission: Impossible* series, also announced that production would begin on a remake of the *Police Story* series. The network has chosen six scripts from the *Mission: Impossible* series, and production will begin shortly in Australia. The show is currently being cast. In choosing prior series to remake, Stoddard said, "You look for shows where the story is going to carry it more than the characters will, because when you do a character show—if you tried to do *Starsky and Hutch* without those two guys, I think you'd have a real problem. But if you do *Mission: Impossible* the characterizations were relatively small. The story telling was terrific, and I think people tend to remember the stories." He added that *Police Story* has the same kind of premise, "to an extent, good, solid story telling."

In addition to the interim schedule, ABC also announced plans for mini-series. In the next 10 days, production starts on *The Kennedys of Massachusetts*. The six-hour mini-series is based on Doris Kearns Goodwin's book, "The Fitzgeralds and the Kennedys." The film features William Petersen, Charles Durning, Pat Hingle and Tracy Pollan. Another mini-series that went into production before the strike is *The Spy Wore Red*, a four-hour film based on the true story of Aline Griffith, a successful model who became a spy during World War II. *The Spy Wore Red* is a Stonehenge Production.

Previously announced mini-series include *Small Sacrifices* and *The Underground Empire*. *Small Sacrifices* is based on the book of the same name, about an actual murder case involving a mother and her three small children. The four-hour film is a Charles Fries production. *The Underground Empire* is a six-hour mini-series based on James Mills's expose of a global drug network that controls governments. ABC Circle Films is the producer. Both *Small Sacrifices* and *The Underground Empire* will resume production when the writers' strike concludes. Also in development is a 14-hour mini-series titled *Black Rainbow*.

ABC will also have 24 hours of made-for-television movies available this fall, according to Allen Sabinson, vice president, Motion Pictures, ABC Entertainment. Last year at this time the network had only five hours of movies available, "so it's obvious we've stepped up production to provide some flexibility in scheduling both our normal Sunday night movie time period and other strike-affected time periods," said Sabinson. Among the made-fors that the network will air in the upcoming season are "The Women of Brewster Place," which tells the story of seven women whose lives come together in the ghetto over a number of years. The film stars Cicely Tyson, Paul Winfield, Lonette McKee, Oprah Winfrey and Robin Givens. "The Women of Brewster Place" is in post-production, and Winfrey is the executive producer.

"Second Chance" is a love story starring Bea Arthur and Richard Kiley. This romantic comedy explores the relationship of two people in their fifties who rekindle a high school relationship.

Also on ABC's made-for list is "The Ryan White Story," about a 13-year-old boy who contracts AIDS as a result of treatments for hemophilia. The film, which stars Judith Light, focuses on the treatment that the boy and his family receive from the town when his condition is discovered.

CBS, it is expected, will be hardest hit by the strike, lacking an Olympics or *War and Remembrance* to fill the program void. To avoid another third-place finish, "we're going to have to be very aggressive on a promotional front, by doing new and creative things," said David Poltrack, vice president, marketing, CBS. "We're certainly the long shot in this race—but don't count us out," he added.

Poltrack said that prior to the strike he had predicted a network share increase of 2% from last year. The increase, he said, would

NBC's 12.2/24 takes week
CBS's 8.9/20 takes evening news

Nielsen		Net	Show
1.	18.8/32	N	NBC Monday Movie
2.	17.6/35	N	Different World
3.	17.6/36	N	Cosby Show
4.	17.2/31	N	Night Court
5.	17.1/37	N	Golden Girls
6.	17.0/32	N	Cheers
7.	15.6/34	N	Hunter
8.	15.3/30	N	L.A. Law
9.	15.1/26	C	Miss Teen USA
10.	14.5/30	N	Amen
11.	14.4/28	C	Murder, She Wrote
12.	14.1/31	C	60 Minutes
13.	13.8/37	N	ALF
14.	13.7/25	N	Hogan Family
15.	13.6/27	A	Who's the Boss?
16.	13.5/24	N	In the Heat of the Night
17.	13.3/25	A	Full House, Tues.
18.	12.5/25	A	Growing Pains
19.	12.5/23	C	CBS Sunday Movie
20.	12.2/28	N	227
21.	12.0/25	A	20/20
22.	11.3/22	A	Head of the Class
23.	11.3/22	N	Matlock
24.	10.7/20	A	ABC Sunday Movie
25.	10.6/21	C	Wiseguy
26.	10.6/20	N	Funny People
27.	10.4/19	N	NBC Sunday Movie
28.	10.1/22	A	Mr. Belvedere
29.	10.1/20	A	Spenser: For Hire
30.	10.1/20	C	Jake and the Fatman
31.	10.0/22	A	Full House
32.	9.9/19	C	Blue Skies
33.	9.8/20	N	Miami Vice
34.	9.6/20	A	I Married Dora
35.	9.6/17	C	CBS Tuesday Movie
36.	9.6/18	C	Equalizer
37.	9.2/17	A	Thirtysomething
38.	8.7/16	A	Moonlighting
39.	8.6/16	A	Hooperman
40.	8.5/17	C	48 Hours
41.	8.5/17	N	Wednesday Night Surprise
42.	8.4/15	A	Monday Night Baseball
43.	8.3/20	N	Facts of Life
44.	8.2/19	A	Perfect Strangers
45.	8.0/15	C	Simon and Simon
46.	7.8/15	A	Macgyver
47.	7.7/17	N	Best of TV Bloopers
48.	7.5/15	C	Cagney and Lacey
49.	6.9/13	A	Slap Maxwell Story
50.	6.9/13	N	St. Elsewhere
51.	6.8/15	C	West 57th
52.	6.8/14	N	My Two Dads
53.	6.8/14	N	Blacke's Magic
54.	6.7/14	C	CBS Friday Movie
55.	6.5/12	C	CBS Summer Playhouse
56.	6.4/12	A	ABC Thursday Movie
57.	6.4/14	N	Family Ties
58.	6.2/14	A	Disney Sunday Movie
59.	6.0/13	A	Ohara
60.	5.8/11	A	Hothouse
61.	5.8/14	C	Kate and Allie
62.	5.5/12	C	Tour of Duty
63.	5.0/12	A	Supercarrier
64.	5.0/11	C	20th Anni., Clown College
65.	4.7/10	A	Hotel
66.	4.5/10	C	Frank's Place

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8/16/88 C1750-1

The Fifth Estate

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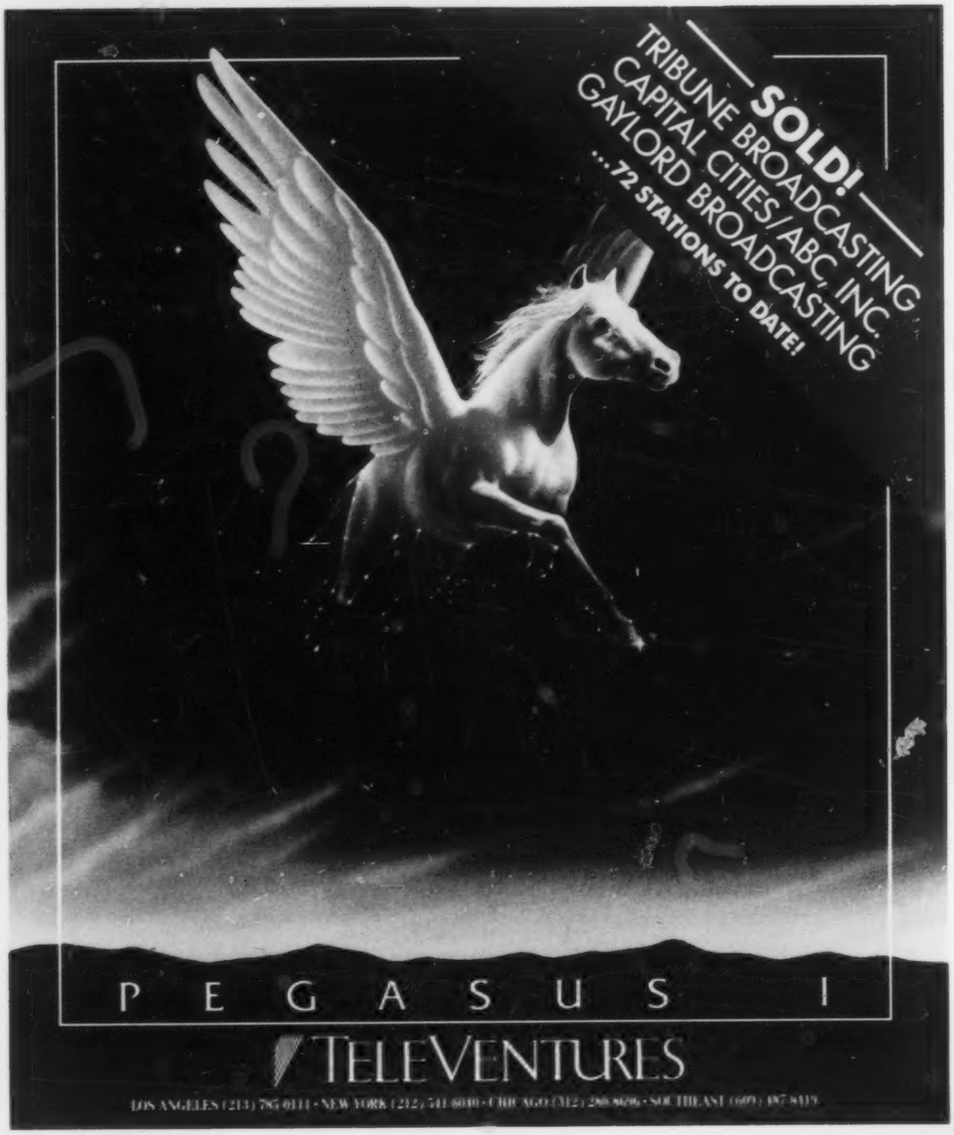
Broadcasting Aug 15



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57th Year 1988

Networks rise for fall

Vol. 115 No. 7

Broadcasting Aug 15

Strike fallout... ABC, NBC and CBS fill post-strike, interim fall schedules with broad mix of movies, mini-series, specials, sports and series. **PAGE 35.**

Rogers deal... Electrical utility company buys Rogers Communications' U.S. cable properties for $1.265 billion. **PAGE 37.**

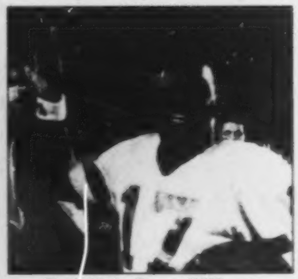
Vanna White in NBC's 'Goddess of Love'

Growing cable muscle... Cable's increasing financial clout and International Olympic Committee's willingness to consider separate rights packages for CATV make cable serious competitor for many events of 1992 summer Olympics in Barcelona, Spain. **PAGE 38.**

38/HOLLYWOOD TREMORS

Mergers and buyouts are prevalent in Hollywood production community. As one analyst says: List of reorganizing firms "is endless."

44/TICKET PRICES



Redskin's Doug Williams

BROADCASTING's annual survey finds rights to professional and college football games in 1988-89 season costing Fifth Estate estimated $616 million.

41/SUGAR RAY ON PPV

Pay per view is expected to earn close to $10 million from Sugar Ray Leonard boxing match in November

40/ABC NEWS ON A&E

Arts & Entertainment Network and ABC News strike programing deal for weekly series.

54/NO WINNERS

Damage from 22-week writers' strike is estimated at $150 million in lost revenue; observers see no victors.

57/RADIO '88

National Association of Broadcasters holds its annual radio convention in Washington this year; more than 6,500 are expected to attend Sept. 14-17.

58/RADIO'S ROLE IN NEW ORLEANS

Radio coverage of Republican convention will not differ much from attention paid to Democrats in Atlanta; observers note that advances in satellite transmission are making raw audio feeds more easily available to affiliates than they were in 1984.

59/DOUBLE TALK AND MORE

Arbitron estimates some 715 pairs of stations have taken advantage of FCC's elimination of limits on AM/FM simulcasting. With duplication of programing have come lowered costs and boost for some AM stations. But some say there is less diversity in marketplace.

61/STAGE TWO

ATS subcommittee begins preparations for second report on high-definition TV transmission standard.

62/EDGING UPWARD

Through improved production and more emphasis on research and development, Harris Corp.'s broadcast division says it can recapture lost shares of foreign and domestic markets.

72/CABLE THREAT

Robert Wright

NBC President and CEO Robert Wright says that continuing influx of cable into homes is further destabilizing broadcast networks' position in marketplace.

65/MIAMI SLICE

CBS buys VHF independent, WCIX(TV) Miami, from TVX Broadcast Group for $59 million, increasing network's direct reach to 20.8% of TV households.

69/UNDER SCRUTINY

Senate report says political influence problem exists at CPB; recommends giving money directly to stations.

70/EMPTY BENCH

Judge James Skelly Wright, praised for his promotion of civil rights and author of landmark rulings that helped shape nature of Fifth Estate, dies at age 77.

95/CABLE ADVOCATE

Hogan & Hartson's Jay Ricks passed on piloting and politics, choosing law, where he has helped to pave way for cable's growth.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

action were considered good, but Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8) which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his tling on the ISB technique with the C-Quam pilot. This will avoid rendering existing C-Quam gear obsolete, since there are dimensional stereo effects between the two systems. The real negotiation is over participation in whatever windfall might result in chip royalties and manufacturing profits with rapid industry acceptance of a superior uncontested standard. Think of the upside for Motorola, Kahn/Hazeltine, and an AM industry no longer held hostage in mono.—*Dennis Jackson, president and chief operator, WREF(AM) Ridgefield, Conn.*

Star lineup

EDITOR: Star Communications, which was not included in your July 25 special report on radio, provides both long- and short-form radio programing on a barter basis, including the nationally syndicated *The Sports Final*, a one-hour sports wrap-up delivered live via satellite seven days a week at 11:07 NYT. *The Sports Final* is heard in 24 markets. A weekly two-hour sports-oriented broadcast, *The Las Vegas Sportsline*, offered every Friday night, begins Sept. 2. *Sportsline* will feature a preview of the weekend's sports activities, delivered live by satellite at 9:07 NYT.

A number of one-minute programs are also available from Star: *The Business of Sport*, *Travel Tips*, *Tooth Talk* and the regional *The Red Sox Report*. A weather service featuring personalized reports and updates is also offered.—*Tom Star, president, Star Communications, East Boston, Mass.*

Networking

EDITOR: There is a need for a strong, independent organization for disabled journalists throughout the entire country to share employment information with disabled people who want to enter the exciting journalism fields in the mass media. Thousands of disabled journalists are enrolled in our colleges and universities who desire to enter the world of work in the mass media, but no one had been willing to bring those people together with the ones who have already achieved their goals.

As a visually impaired college major in this exciting field, I am forming a new organization to unite those two groups to insure better employment and educational opportunities in the media professions. Those who share this need for this type of organization can contact me at 484 Hammond Drive, Griffin, Ga. My telephone number is (404) 228-6491.—*David B. Shapiro, Griffin, Ga.*

Shaw fan

EDITOR: Truthfully now. Isn't it time that CNN pit Bernard Shaw in head-to-head competition against Brokaw, Jennings and Rather, in a solo anchor half-hour at 7 p.m. Eastern and again at 7 p.m. Pacific?—*Richard Dodds, Smyrna, Ga.*

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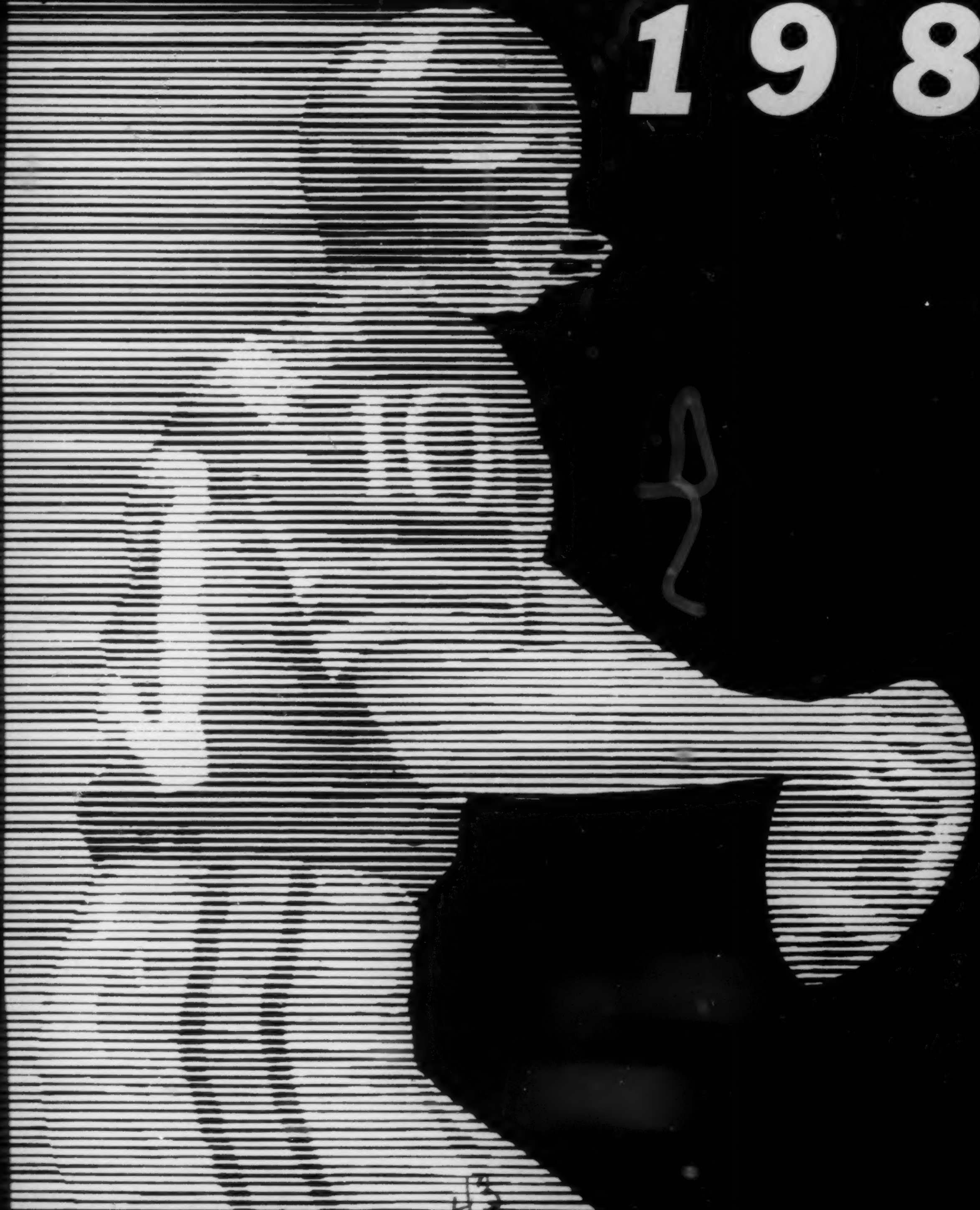
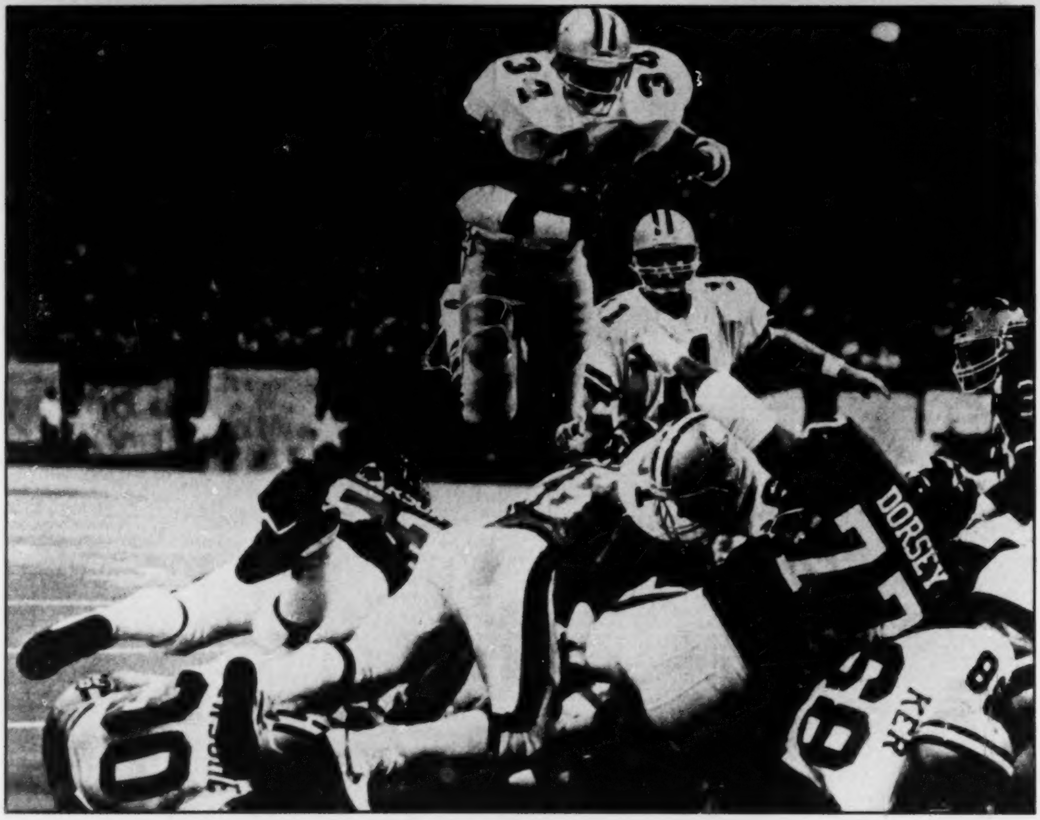
FOOTBALL

1988





Football rights pass $600 million

The Fifth Estate will pay an estimated $616 million this year for the rights to professional and college football games in the 1988-89 season, according to BROADCASTING's annual tally of national and local rights figures. That is well above 1987, when the total was $570 million. Since 1984, when rights fees dropped 6.7% from $536.6 million to $501 million, rights had been climbing, with a 6% rise in 1985 to $530 million and a 7.5% increase to $570 million in 1986.

With no escalations in the contract, pro football rights figures held steady for the broadcast television networks. CBS paid $150 million, NBC $120 million and ABC about $135 million. Additionally, NBC will pay about $17 million for the rights to the Super Bowl, and NBC and CBS will each pay about $6 million for each of the eight AFC and NFC post-season games. In total, the broadcast TV networks will pay $470 million for their games.

In the second year of a three-year, $153-million contract, ESPN will pay $51 million for the rights to eight regular season games and four preseason contests, up from $46 million in 1987. It will pay $56 million in 1989-90.

On the college level, ABC, CBS and ESPN are in the second year of four-year packages that will total about $45 million for 1988-89. CBS will carry 17 regular season College Football Association games and two bowl games, including the Sun and Cotton Bowls. At least two will appear in prime time, with the rest on Saturday afternoons. CBS will reportedly pay about $16 million for the rights to 17 CFA games. ESPN will carry 27 CFA games this season plus the Gator and All-American Bowls. It was reported to have also paid about $16 million for the rights to those games.

The 1988 season marks the second year of a four-year agreement for ABC to carry Big 10/PAC-10 Conference football, after ABC relinquished its College Football Association schedule before last season to CBS. ABC will pay about $12.5 million this year for the Big 10/PAC 10 games, with the conferences splitting the proceeds according to a formula based on ratings. This also marks the first year that ABC will be carrying the Rose Bowl, which will make a neat fit with the Big 10/PAC 10 games. ABC was reported to have paid about $10 million per year for a nine-year Rose Bowl contract.

Local broadcast outlets will pay $38.4 million for radio and TV coverage of the NFL this season. That includes $9.4 million in rights for preseason games on television, up from the $8.4 million paid in 1987. Local radio rights will increase from $26.5 million in 1987 to $30.1 million.

The advertising picture for the early season remains in some turmoil, as the writers' strike diverted advertisers toward prime time sports. "If an advertiser is looking to buy reliable ratings and there is a strike on," said one network executive, "what way is there for him, that he can depend on, to reach an audience? And the answer is sports." For example, ABC is almost completely sold out for *Monday Night Football*, with sources reporting the program as much as 95% sold. CBS and NBC are also reported to be well sold throughout the latter part of the season—with estimates as high as 90% during that period—but with many spots still remaining in September.

That hesitation for the early part of the season is caused by an unusual quantity of quality prime time sports this fall. In addition to ABC's *Monday Night Football*, there is ESPN's Sunday night games, NBC's summer Olympics and World Series coverage and CBS's U.S. Open Tennis all providing outlets for advertisers. However, sources at advertising agencies say that those spots will most likely be sold long before the regular season begins.

Sources at advertising agencies report that what has been sold was selling at attractive unit prices. Estimates were for increases in the mid- to high-single digits over last year. One agency source said that NBC is probably falling a little below those estimates, and spots will increase by about 5% to 6%. On a cost-per-thousand basis that probably translates to an increase in the 10% to 12% range, a moderate increase from the single-digit CPM growth of last year.

According to one ad agency executive, advertising time, particulary network advertising, has just come to the end of an adjustment period from a time of high growth. The main factors in the slowdown of advertising costs is the erosion of audience share from the networks, which, when combined with other factors such as low inflation have helped to hold down cost increases.

CBS vice president of sales, Jerry Dominus, says that his network is close to being sold out. Dominus reports that there are still some spots available for September, but the remainder of the season is about locked up. Dominus said the cost for advertising was "up, up" for the year but declined to quantify the increases. Dominus agreed that the reason for the slowness in September was "a lot of competition for money," with the Olympics and World Series on NBC and ABC's *Monday Night Football*, there is a tremendous amount of sports programing available and only so much money to go around.

NBC Sports president, Arthur Watson, said that with the Olympics and the World Series combined with the effects of the writers strike, NBC will already be in the strongest prime time position of any of the networks. Combined with its regular season and post-season AFC coverage, including the Super Bowl, he expects NBC Sports to have one of its best years ever. "There's nobody close," he said.

Watson said during the early part of the season, when its crews will be stretched, it will bring back veteran sportscasters Curt Gowdy and Al DeRegatis to cover some of the games. Merlin Olsen will continue to handle the nationally broadcast game. Watson said that having so many crews around the world was a logistical nightmare, but one that had been solved. "If we aren't organized by this point," he said, "we never will be." He said there will be no reduction in coverage of the games.

ABC's *Monday Night Football* will return with the same broadcast team as last year with Frank Gifford hosting, Al Michaels doing play-by-play and Dan Dierdorf handling color. ABC was widely said to have benefitted most, advertising-wise, from the writers strike with the powerful track record of *Monday Night Football*. Agency sources said ABC had sold well over 90% of the available slots and was probably close to being sold out.

ABC also announced its "Spectacular September" schedule of seven college football games, which features seven Associated Press top 10 teams of 1987 playing seven New Year's Day bowl game teams.

CBS will have new announcers on board this year, with Dan Fouts and Gary Fencik joining its team. Lead announcers will again be John Madden and Pat Summerall. CBS has the strongest schedule in terms of advertising potential because it carries NFC games, with the largest markets. That is counterbalanced against its college football schedule, which will suffer this year, especially in comparison to its extremely strong year last season and Olympics coverage on NBC cutting into its audience. Vice president of programing, CBS Sports, Jay Rosenstein, said that because of the crossover arrangement with ABC, when Big 10/PAC 10 teams play at home against CFA teams, ABC, which has the contract with Big 10/PAC 10, gets to carry the game.

CFA president, Dave Ogrean, said that since the turnaround last year when CBS and ABC switched partners with ABC covering Big 10/PAC 10 games and CBS taking over the CFA, a calm has settled over the production of the games. "Everyone is now through a new year in that relationship," he said, "and everyone is very comfortable."

Last year, CBS's contract with the CFA broke new ground when it farmed out the below-the-line production to F&F Productions, St. Petersburg, Fla. This year F&F will again handle the physical production of the telecast from camera and crews to mobile studios and satellite time. CBS's above-the-line talent will include a production crew that will again be headed by Michael Burks and the on-air talent for the college games will again be headed by Brent Musburger and Pat Haden.

With the second year of its contract with the NFL, ESPN is more comfortable with its broadcasts, no doubt because its ratings were, as one broadcast network executive said, "beyond their wildest dreams." Last year the cable network's regular season had a 10.6 rating for cable homes and combined with its over the air broadcasts it went up to about 12.5, which exceeded its projections to advertisers by 15%, said ESPN President William Grimes.

Last year ESPN experimented with three commentators in the booth, with each game having a home-town hero providing color commentary. This approach was said not to endear too many visiting team viewers and this year ESPN is sticking with two commentators in the booth. Former Washington Redskins quarterback Joe Theismann has signed to provide color commentary and Mike Patrick will again provide play-by-play. Roy Firestone will be presenting the half time report this year.

ESPN has completely sold its preseason and regular season packages to stations in cities of the competing teams, once again using Ohlmeyer Communications. ESPN's deal with the NFL requires that it spin off the broadcast rights to stations in the competing cities. Carrying the games are: WWL(TV) New Orleans, KARE-TV Minneapolis, KYW-TV Philadelphia, WPXI(TV) Pittsburgh, KTSP(TV) Phoenix, WRTV(TV) Indianapolis, KUSA-TV Denver, KTRK(TV) Houston, Fox affiliate KTTV Los Angeles, KGTV(TV) San Diego, KXAS-TV Dallas, WCVB-TV Boston and independents KCPQ(TV) Seattle and KTVU(TV) San Francisco.

The unique placement of ESPN's games on Sunday nights (except one pre-season game on a Thursday night) when no other games are scheduled, presents a "very strong and attractive advertising vehicle" and a strong profit vehicle for ESPN, because the advertising for its NFL games is packaged with other ESPN programing. "The NFL games are the centerpiece of a package," said Beth Araton, manager of corporate communications for ESPN. "It's a broad appeal sport and therefore generates a lot of advertiser interest."

ESPN describes its NFL telecasts as the "crown jewel" of its programing and gives credit to the games for record fourth-quarter earnings. Now that it has a track record for its coverage, ESPN can sell advertising for its games at a much higher rate. ESPN says its NFL games are "virtually sold out" and college football is very strong.

ESPN has the option to choose its CFA match-ups as it goes along, covering the most popular games in any given week. It averaged a 4.7 rating in 1987 for its 15 CFA prime time games, a 62% increase over the previous year's 2.9. It also sold a package of 12 afternoon games which averaged a 2.6. It will also include a package of at least six Ivy League games this year. Trans World International will produce the games for ESPN as it did for the four years the games were broadcast on public television.

The college syndication scorecard

Raycom Sports, Jefferson-Pilot Productions and Turner Broadcasting System have emerged as the primary purveyors of syndicated college football packages.

Raycom has lined up around 20 stations for its 11-game Southwest Conference offering, and 40 stations for its 10-game Big 10 package. The latter is a joint venture with RCM Inc., which holds the contract with the conference. Raycom handles the production and marketing of the games. The association with RCM "enables us to offer a much larger segment of the country to advertisers," said Kenneth Haines, Raycom executive vice president. He said advertising sales for the packages are going well.

Raycom is also syndicating the Aug. 27 Kickoff Classic, between Nebraska and Texas A&M, and the Dec. 28 Liberty Bowl in Memphis.

Jefferson-Pilot Teleproductions is in the second year of syndicating its Great American Independents package and the fourth year of its Atlantic Coast Conference package. There are 12 games in the independents package, featuring Notre Dame, Boston College, Rutgers, Army, West Virginia, Pittsburgh, Syracuse, Navy and Temple. Jefferson-Pilot has sold the package in 25 markets, from Maine to West Virginia. Fred Boucherle, J-P operations manager, said the package was "marginal from a financial standpoint" last year, but things have picked up this year. "We're looking much better for the coming season," he said. The number of games has increased from 10 to 12, advertiser interest has risen, and seven more markets have been signed this year, he said. In New York, for instance, four games will be seen on WABC-TV, while SportsChannel will carry the other eight. All games begin at noon, with the first contest on Sept. 10, Holy Cross vs. Army.

J-P has sold its 11-game ACC package to stations in 20 markets including Baltimore and Atlanta. Those games are also scheduled for noon on Saturday. J-P said the football packages are 95%-98% sold out.

Video West Network, a division of Bonneville Broadcasting, has lined up 30 stations to carry its 11-game package of Western Athletic

[illegible]

[illegible]

Buffalo Bills
WKBW-TV Buffalo

Three live games; station holds rights

Indianapolis Colts
WTHR Indianapolis

Three live games; station holds rights

Miami Dolphins
WCIX Miami

Two games; station holds rights.

New York Jets
WPIX New York

Two live games, two tape delay. Station holds rights.

New England Patriots
WBZ-TV Boston

Two live games, three if sell out, station holds rights.

[illegible]

Cincinnati Bengals
WKRC-TV Cincinnati

Reg. network of two, four live games; station holds rights.

Cleveland Browns
WJW-TV Cleveland

Three live, one tape delay; station holds rights.

Houston Oilers
KPRC-TV Houston

Three live games, one tape delay; station holds rights.

Pittsburgh Steelers
WTAE-TV Pittsburgh

Reg. network of nine; two games, station holds rights.

[illegible]

Denver Broncos
KCNC-TV Denver

Reg. network of one; two live games; station holds rights.

Kansas City Chiefs
KMBC Kansas City, Mo.

Four games; station holds rights.

Los Angeles Raiders
KABC-TV Los Angeles
KMEX-TV Los Angeles

One live, one tape delay. Bob Speck Productions holds English rights; KMEX-TV holds Spanish rights.

San Diego Chargers
KGTV San Diego

One live game, three tape delay; station holds rights.

Seattle Seahawks
KING-TV Seattle

Four live games, station holds rights.

[illegible]

Dallas Cowboys
KXAS-TV Fort Worth

Reg. network of 37 stations, six regional cable services, one cable system; two live games, one more live if sell out (tape delay if not); station holds rights.

New York Giants
WPIX New York

One live game, one tape delay; station holds rights.

Philadelphia Eagles
KYW-TV Philadelphia

Two live games, two more if sell outs; station holds rights.

Phoenix Cardinals
KTVK Phoenix,
KTSP-TV Phoenix

Three games on KTVK; one on KTSP-TV and ESPN, stations hold rights.

Washington Redskins
WTTG Washington

Reg. network of four; two live games, two live scrimmages; station holds rights.

[illegible]

Chicago Bears
WLS-TV Chicago

Two live games, station holds rights.

Detroit Lions
WJBK-TV Detroit

Two live games, two tape delay; station holds rights.

Green Bay Packers
WBAY-TV Green Bay

Reg. network of four stations; three live games, one tape delay, station holds rights.

Minnesota Vikings
WCCO-TV Minneapolis

Two live games, station holds rights.

Tampa Bay Buccaneers
WTVT-TV Tampa

Two live games, two tape delay, station holds rights.

[illegible]

Atlanta Falcons
WAGA-TV Atlanta

Four live games; station holds rights.

Los Angeles Rams
No TV rights

N/A

New Orleans Saints
WWL-TV New Orleans

Reg. network of three; two live games, station holds rights.

San Francisco 49ers
KPIX San Francisco

Three live games, station holds rights.

Conference games. All games are aired live at noon mountain time.

Mizlou will syndicate five college bowl games this season: the Independence Bowl, Dec. 23 in Shreveport, La.; the Freedom Bowl, Dec. 29 in Anaheim, Calif.; the Peach Bowl, Dec. 31 in Atlanta; the Bluebonnet Bowl, Dec. 31 in Houston, and the Senior Bowl, Jan. 21 in Mobile, Ala.

Cable's gridiron connection

WTBS(TV) Atlanta will be syndicating 11 games of the Southeast Conference, starting at 12:30 on Saturday. The season kicks off with Kentucky vs. Auburn on Sept. 10. In addition to being on the superstation, the package is syndicated to 45 stations in the southeast in areas where WTBS does not reach. "We're very happy with the SEC," said Don McGuire, the station's vice president, sports. Turner has renewed with the SEC for the 1989 and '90 seasons, and McGuire said the thinking now is to keep those games on WTBS and not move them to Turner Broadcasting's new service, Turner Network Television.

Black Entertainment Television plans on carrying 10 games this fall, four from the Southwestern Athletic Conference, three from the Middle Eastern Athletic Conference, two from the Central Intercollegiate Athletic Association and the Circle City Classic, between Jackson State and Florida A&M.

Cable's regional sports services have increased the number of college football games that they will be carrying in the fall. Principally, the sports services are buying syndicated packages or are making agreements directly with universities, then sharing those games with other regional sports channels.

SportsChannel New York is typical. It will carry 13 live games this year, eight from Jefferson-Pilot's package of major Eastern independent schools, four games from the Southwest Conference, through Raycom, and one local game. The Southwest Conference games are new and will be delivered by microwave on SportsChannel Plus in the New York area.

Also new this year will be tape-delayed coverage of 28 games involving Syracuse, Florida and Miami, seen the next day. SportsChannel, like its four companion sports services, and the other regional sports services in the country, will be carrying a host of college and professional football coach's shows throughout the season.

Home Sports Entertainment, based in Houston, will carry five games from the Southwest Conference through Raycom's package. The nonconference games will be shown tape delayed. HSE will also carry four games from Jefferson-Pilot's independent package and will join, in progress, three games from the WAC through Video West. The network will also carry a select number of Syracuse and Florida State games and may pick up some games from Raycom's Big 10 package.

SportsChannel Florida will carry seven Miami and 11 Florida games on a tape-delayed basis this year. The Florida games will be shown at 11:30 p.m. the same night, and the Miami games on Sunday nights.

The Sunshine Network, SportsChannel's main rival in the state, will carry up to 55 college games this year. Its schedule includes 13 games from Jefferson-Pilot's Eastern independents and 11 games from its ACC package, 12 games from Raycom's Big 10 package, 8-10 tape-delayed games from the Southwest Conference through HSE, seven live games from the Pac 10 and 13 games from the WAC, through Video West, and six to seven games from Florida State University, plus several contests of Florida and Miami. The games from the Florida-based schools are carried on tape delay.

Sportsvision in Chicago will carry 48 college games this year: eight from Jefferson-Pilot's ACC package, six from Raycom's Big 10 package, 11 from the SEC through Turner, 16 games from independent universities, four games from Northwestern and three from Northern Illinois. The service will also be carrying upwards of 15 coaches shows.

SportsChannel New England, which carried 20 games from the Southwest Conference and Florida last year, is looking to have a comparable number of games this year, but the service hasn't announced its fall schedule. A spokesman said it may pick up games from Florida and Miami that co-owned SportsChannel Florida is originating. The service is also looking at a Big 10 package.

Home Team Sports plans to carry 57 games this fall, 19 live and 38 on tape delay. HTS will pick up Raycom's Big 10 package live and will also carry a number of games from the Pac 10, to total 15 live contests from those schools. The other live games are from the WAC and Southwest Conference. The service will also carry a number of games of West Virginia, Florida State (through the Sunshine Network) and Syracuse (through Cooke Cablevision), plus others, on a tape-delayed basis.

Madison Square Garden is in the second year of carrying Raycom's 10-game Big 10 package. MSG will also carry five games from the Liberty Conference (division III) and five games of Army or Rutgers.

The University of Southern California and the University of California at Los Angeles will be the keystone of Prime Ticket's college football schedule. The service will carry 22 games from the schools, some contests live; others, which are picked up by the networks, will be carried on a tape-delayed basis. Prime Ticket will carry 19 other games, drawing from the Big West conference, the University of Hawaii and San Diego State. Those games will be both live and tape-delayed.

Pro Am Sports said last week it planned to carry a number of college football games but was still finalizing its lineup.

Z Channel in Los Angeles will carry two Notre Dame games this fall, versus Air Force on Oct. 22 and Navy on Oct. 29.

Prism has no plans to carry college football this year.

Following football around the radio dial

CBS Radio will be entering its second year of a $17.25-million, three-year exclusive NFL rights package. It will mark the network's ninth year of play-by-play coverage of the NFL. CBS has not had nine continuous years of play-by-play coverage, however, because NBC held NFL radio rights from 1985 to 1987.

"For the 1987-88 season, we didn't pick up the rights until May, and it was a scramble" said Steve Youlios, vice president, sales, CBS Radio Networks. "This year is a little bit less hectic for us."

According to Youlios, this year's season is already 75% sold out for the first game and 65% sold for the entire season. By the first game, he said, he expects to be 100% sold out for the first few games and 80%-90% sold out for the season. Sponsors already lined up include Anheuser-Busch, Days Inn, True Value Hardware Stores, U.S. Army, Buick and Richardson-Vicks. New clients include Transamerica and Isuzu. Many of the advertisers will be tied to such on-air promotions as "This Day in Football History," sponsored by Days Inn.

The 40-game package will feature the following events over the CBS Radio Network: 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl. The first Monday night game this season will be the Washington Redskins at the New York Giants on Sept. 5.

About 300 stations are expected to sign up for the games, according to CBS. The network reported that 210 stations have already cleared, including nine of the top 10 markets and 36 of the top 50 markets. Broadcasts will be heard in stereo and will be cleared by the Armed Forces Radio Network.

Returning primary announcers for CBS Radio will be Jack Buck and Hank Stram. Other CBS sportscasters include Jim Nantz, Pat Haden and John Dockery.

CBS Radio will also be offering several special NFL programs, including *NFL Preview*, a 15-minute series that will air every weekend of the regular and post-season games. Joining host Brent Musburger will be Will McDonough, sports columnist of the *Boston Globe* and a member of the CBS Sports *NFL Today* television team. McDonough will replace Jimmy (The Greek) Snyder.

Also available will be *NFL Talk*, a live, one-hour post-game show with a listener call-in segment. The show will be hosted by Hank Stram with Jack Buck.

Starting off the season will be *NFL Preseason Preview*, 10 three-minute reports that will air from Aug. 22 through Sept. 2. The series will be hosted by CBS sportscaster John Madden. CBS reported that other special NFL programing will most likely include a series on the Super Bowl.

Like last year, the CBS Radio Network college football coverage will include play-by-play reports from the Independence, Sun and Cotton Bowl games.

Westwood One's Mutual Broadcasting System will kick-off its 16 regular-season NFL doubleheaders on Sept. 4 with Miami at Chicago. Primary announcers for Mutual NFL games will be Tony Roberts and Jack Ham for the first game and Joe Meyers and Jack Snow for the second game.

Mutual will also broadcast 11 Notre Dame games (its 21st consecutive year of coverage) and 14 other major college games. The Notre Dame season broadcasts will premiere with a Sept. 10 matchup against Michigan. Primary announcers for the Notre Dame games will be Tony Roberts and former Notre Dame assistant coach Tom Pagna. Also featured this year will be *The Lou Holtz Show*, a new weekly call-in program starring the team's head coach.

Mutual's major college broadcasts will begin with the Aug. 27 Kickoff Classic, featuring Texas A&M vs. Nebraska. Also scheduled is the annual Army-Navy game on Dec. 3. Like last year, the network will also broadcast four college bowl games: Aloha, All-American, Holiday and Sugar.

The Westwood One-owned NBC Radio Network will air the following four college bowl games this year: Fiesta, Liberty, Orange and Rose.

By Scott Fitzpatrick, Matt Stump and Rich Brown

A team-by-team look at the 1988 season

WKBW-TV Buffalo, N.Y., continues as the TV rightsholders for the **Buffalo Bills,** although this year it will be carrying only three preseason games. It carried all four away games last year, but won't be televising the lone home game this year. Cliff Fisher, general sales manager, said advertising sales have gone "very well," with only a half a dozen spots remaining. Advertisers include Genesee Brewing, Nynex, Pepsi Cola and a local furniture store.

WKBW-TV will carry a half-hour special on the team a week before the regular season and produces a weekly highlight film that will air before college football on Saturday. WKBW-TV, an ABC affiliate, will gain the advantage of carrying the Bills twice during the regular season, through ABC's *Monday Night Football.* The station's pre-season announcing team will be Rick Azar and NBC commentary Paul Maguire.

WBEN(AM) holds the radio rights, and local sales manager Dan Gilbert said the station "will make our budget this year" with the Bills. Sponsors include Molson's, Marine Midland Bank, Nynex, New York State Lottery and Chevrolet dealers.

The station's sports director, John Murphy, handles color commentary while Van Miller, sports director at WIVB-TV Buffalo, handles the play-by-play for the games. WBEN produces a two-hour pre-game show, a post-game show with locker room interviews and a post-game call-in program. A local bank also sponsors a picnic promotion at the stadium before game time.

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"Sales have been strong," reports Mike Corken, WTHR(TV) Indianapolis vice president and general manager, for **Indianapolis Colts** football, aided in part by the team's first-place finish in the AFC East last season, its first winning season in many years. Advertisers include Kroger, Hardee's and McDonald's.

For the first time this year, the station will have coach Ron Meyer showcased in a half-hour program before the network telecast each Sunday. WTHR will also carry a one-hour preseason special, *Thundering Herd*, and a one-hour prime time roundup at the end of the year. This year, WTHR will be carrying only three preseason contests, the fourth will be on ESPN.

Sales should finish "well ahead of last year," at WIBC(AM) Indianapolis, said Tim Medland, the station's general sales manager. Local interest is quite strong, he said, but national interest has been flat. Advertisers include Anheuser-Busch, General Motors/Mr. Goodwrench, Oscar Mayer, Snacktime Foods, Merchant's National Bank, Kroger, Sunbeam bread, Farmer's Insurance and Hyatt Regency.

WIBC will carry both pre- and post-game shows and a 45-minute coach's show with Ron Meyer the day after the game, which sold out immediately, said Medland. The Colts' success has helped increase the lineup of stations carrying the games in the state from 16 last year to 24 this year.

□

WIOD(AM) Miami will carry the **Miami Dolphins** for the 23d consecutive year this season. In the first year of a new three-year contract, the station will carry 21 games. As part of the package, WIOD will carry five preseason (one of the preseason games was the American Bowl, held in Great Britain on July 31) and 16 regular games, as well as any post-season play, with the exception of the Super Bowl. The station feeds to a 30-station network. Returning announcers for the games are Hank Goldberg, doing color, and Rick Weaver, play-by-play. Goldberg and Weaver also host the post-game locker room show, as well as the *Dolphin Express*, a two-hour lead-in show featuring interviews with the coaches and players. Major sponsors include Anheuser-Busch, Delta, Honda, Publix and Kay Jewelers. According to Mike Disney, vice president and general manager, total advertising time is 90%-95% sold.

WQBA(AM) retains the Spanish-language rights to Dolphin's football for the 1988-89 season. In the third year of a four-year contract, the station will broadcast a half-hour pre-game show and a half-hour locker room post-game show. Announcers for the games will be Rene Giraldo and Roly Martin, doing play-by-play and color commentary, respectively.

WCIX(TV) returns for its fifth year of televising Dolphin pre-season action. In the first year of a new three-year contract, the station will televise two pre-season games this year. The first game, against Chicago on Aug. 6, scored a 20 rating and a 38 share. The Miami independent will also air a half-hour pre-game show with Ed Berliner and John Duestman as hosts. Doing play-by-play for the first game was ESPN's Tom Mees, with Bob Griese providing color. For the second game, Griese will return doing color and Ed Berliner will call the play-by-play. Major sponsors for the WCIX broadcasts are Coors, Wendy's, Taco Bell and Midas.

□

WCBS(AM) New York has begun the first of a multi-year agreement, carrying four preseason and 20 regular season **New York Jets** games with veteran NBA, NHL, NFL and college basketball announcer Marty Glickman providing play-by-play alongside color man and former Jets and New York Giants punter Dave Jennings. Pointing to the summer Olympics competition and the proliferation of "more sports opportunities" for advertisers than in past years, the station's general sales manager described 1988 as "a particularly difficult sports selling" time, although the inventory for the games was 75% sold. The *New York Daily News*, Tri-State Pontiac, Schaeffer beer and Jeep were among committed sponsors.

Superstation WPIX(TV) New York, which also has contracted to air three Giants games, was set to air four Jets preseason games, two of them away and live, two tape delayed and one against the Giants. Both home non-sellouts and the station's coverage of New York Yankees games "cause the tape delay [airing at midnight] and potential revenue is diminished by that," said spokesman, Marty Appel, who said the inventory was 60% sold. The station is producing no pre- or post-game shows. Spencer Ross (play-by-play) and former Jet, Same DeLuca, are calling the games.

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In the second year of a four-year agreement with the **New England Patriots,** WHDH(AM) Boston announcers Dale Arnold (play-by-play) and Gino Cappelletti will call four preseason and 20 regular season games to be aired over a 42-station network, up from last year with the additions of stations in Albany, N.Y., and Hartford, Conn., said the station's vice president and general manager, David Recher. With all but one advertiser from last year, he said, the 90%-sold inventory includes Anheuser-Busch, Honda, Cumberland Farms, Nynex and New England Telephone. The station is also airing three 20-minute segments, one featuring Boston area sportswriters, another with Patriots general manager, Pat Sullivan, and a call-in show.

"The Patriots always do well in Boston, even when they're not winning," said John Spinola, vice president and general manager of WBZ-TV Boston, TV rightsholder of two away Patriots games and, given a sell out, also of one home game. "We had a fair amount of lead time selling the games," he said, explaining how the station had sold approximately 85% of its inventory (according to sales manager Tony Vinciquerra), with only "some spot remaining." Spinola declined to identify sponsors, which, in a one-team market, he said, have "an easier decision" committing to only a several game package.

□

One of the first things Terry Connelly did after becoming general manager of WKRC-TV Cincin-

Buffalo Bills
WBEN(AM) Buffalo

Reg. net of 16; four preseason, 16 regular games; station holds rights.

Indianapolis Colts
WIBC(AM)
Indianapolis

Reg. net of 24; four preseason, 16 regular games; station hold rights.

Miami Dolphins
WIOD(AM) Miami
WQBA(AM) Miami

Reg. network of about 30 for English language; both air five preseason games, 16 regular; WIOD holds English rights, WQBA holds Spanish rights.

New York Jets
WCBS(AM) New York

Four preseason, 16 regular games; station holds rights.

New England Patriots
WHDH(AM) Boston

Reg. network of 41; four preseason, 16 regular games; station holds rights.

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. network of 35; four preseason, 16 regular games; station holds rights.

Cleveland Browns
WWWE(AM) Cleveland

Reg. network of 46; four preseason, 16 regular games; team holds rights.

Houston Oilers
KODA(FM) Houston

Reg. network of 29; four preseason, 16 regular games; station holds rights.

Pittsburgh Steelers
WTAE(AM)-WHTX(FM)
Pittsburgh

Reg. network of 36; four preseason, 16 regular games; station holds rights.

Denver Broncos
KOA(AM) Denver

Reg. net of 55; four preseason, 16 regular games; station holds rights.

Kansas City Chiefs
KCMO(AM)
Kansas City

Reg. network of 50; four preseason, 16 regular games; station holds rights.

Los Angeles Raiders
KFI(AM)
KWKW(AM)
Los Angeles

Reg. network of 30; four preseason, 16 regular games; KFI holds English rights, KWKW holds Spanish rights.

San Diego Chargers
XETRA-AM-FM
Tijuana, Mexico

Reg. network of three; four preseason, 16 regular; station holds rights.

Seattle Seahawks
KIRO(AM) Seattle

Reg. network of 60; four preseason, 16 regular; station holds rights.

Dallas Cowboys
KRLD(AM) Dallas

Reg. net of 154; Spanish network of 12; four preseason, 16 regular games; station holds rights.

New York Giants
WNEW(AM) New York

Reg. net of 30; four preseason, 16 regular games; station holds rights.

Philadelphia Eagles
WIP(AM) Philadelphia

Reg. net of 30 stations; four preseason, 16 regular games; station holds rights.

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. network of 25; four preseason, 16 regular games; station holds rights.

Washington Redskins
WMAL(AM)
Washington

Reg. network of 70; four preseason, 16 regular games; station holds rights.

Chicago Bears
WGN(AM) Chicago

Reg. network of 54 stations; four preseason, 16 regular games; station holds rights.

Detroit Lions
WJR(AM) Detroit

Reg. network of 25 stations; four preseason, 16 regular games; station holds rights.

Green Bay Packers
WTMJ(AM) Milwaukee

Reg. network of 60 stations; four preseason, 16 regular games; station holds rights.

Minnesota Vikings
WCCO(AM)
Minneapolis

Reg. network of 50 stations; four preseason, 16 regular games; station holds rights.

Tampa Bay Buccaneers
WRBQ-FM Tampa

Reg. network of 28; four preseason, 16 regular games; station holds rights.

Atlanta Falcons
WSB(AM) Atlanta

Reg. network of 39; four preseason, 16 regular games; station holds rights.

Los Angeles Rams
KMPC(AM)
Los Angeles

Reg. network of 32; Spanish-language network via Mexican stations; four preseason, 16 regular games; team holds rights.

New Orleans Saints
WWL(AM) New Orleans

Reg. network of 62; four preseason, 16 regular games; station holds rights.

San Francisco 49ers
KGO(AM)
San Francisco

Reg. network of 15; five preseason, 16 regular; station holds rights.

nati was to sign a three-year contract with the **Cincinnati Bengals** to televise the team's four-game preseason schedule. Connelly bid high enough to take the games away from WLWT, and, as a result, WKRC-TV may not make any money on the package until next season. But broadcasting the Bengals is central to Connelly's goal of establishing WKRC-TV at the center of life in Cincinnati. "It's important to localism. We want to be associated with every major event in the city." Major advertisers for the four-game schedule include Coors, All-State, Pepsi and Subway Sandwich Shops.

Under a new three-year rights contract, WKRC(AM), which is, like WKRC-TV, owned by Great American Broadcasting, will be broadcasting the Bengals pre-season and regular-season contests for the seventh consecutive year. And since the Bengals were tapped to play in the annual Hall of Fame game on July 30, the station is airing five preseason games instead of the usual four. The announcers: former quarterback Ken Anderson, Paul Samp and Dave Lapham.

WKRC(AM) has put together a satellite network of around 35 stations in Ohio, Indiana and Kentucky. Affiliates are given local time to sell and pay no network fees. The principal advertisers are Anheiser Busch and Honda.

□

The preseason action of the **Cleveland Browns**—who came within a fumble of the Super Bowl last season—is being seen on WJW-TV, which is in the second year of a three-year rights deal with the Browns. WJW-TV had expected to broadcast three games live and one on a tape-delay basis as it did last season, but NBC preempted its rights to the contest with the New York Giants. So the station, which pays for its rights on a per-game basis, is settling this year for two live and one delayed game. Casey Coleman and John Telich are returning to the announcing booth. Stroh's, Genesee, Molson, Revco (drug stores), Nationwise (auto parts) and Toyota are the big advertisers.

Brown's owner Art Modell sold WWWE(AM) Cleveland last December, but the new owners promptly secured rights to continue the station's broadcast of the Brown's preseason and regular season games through the 1990 season. According to Tom Campbell, director of sports marketing, WWWE has expanded the Browns radio network to 46 stations, up from 39 last year. Nev Chandler and Doug Dieken are calling the action. Anheuser-Busch, Honda, Blue Cross-Blue Shield of Ohio and Bob Evans are among the advertisers.

□

Entering the third year of what was a four-year agreement, KODA(FM) and the **Houston Oilers** have extended the contract through 1991, said station vice president and general manager Dusty Black, to broadcast four preseason and 16 regular games in stereo and over a 30-station network. Although Oilers coach Jerry Glanville's *From the Sideline* show this year is airing only twice, not three times, a week, the pre-game show has been expanded from a half hour to 35 minutes, and the post-game show from 30 to 40 minutes. With 90% of the season's inventory sold, KODA's coverage will again be sponsored by Anheuser-Busch, Honda, Gulf, GTE and Randalls Food Stores. Continental Airlines is a new advertiser this year. Play-by-play announcer Jerry Trupiano will be joined on the air by former Oiler quarterback Don Trull.

As last year, KPRC-TV Houston is happy to announce that an Oilers vs. Dallas Cowboys showdown in Dallas—an emotional event for many Texans—is among the three live preseason games it will air this fall. A fourth game will be tape delayed. Miller beer and Randalls Food Stores head the list of sponsors committed to 85% of the inventory, said Dick Daggett, vice president of sales. As an NBC affiliate, the station will also air eight regular season away games, he said.

□

Hearst has a lock on the **Pittsburgh Steelers,** who are hoping to regain some of their past glory after another mediocre season. Under a single three-year contract, WTAE-TV is televising two preseason games (the networks prempted the other two) and WTAE(AM)-WHTX(FM) are broadcasting the entire season for the radio audience. Hearst is now is the second year of the contract. ESPN preempted one of the preseason games that WTAE-TV had an option on. In addition to the cable network, the game will be seen on WPXI(TV) Pittsburgh under the station's multiyear agreement to broadcast all ESPN games (preseason and regular season) in the Pittsburgh market. ABC has preempted the other, but WTAE-TV will be able to broadcast it as an ABC affiliate.

The stations' coverage of the games is being extended through networks. The television network comprises nine stations in Pennsylvania, Ohio and West Virginia; the radio network, 36 stations in Pennsylvania, Ohio, West Virginia and Maryland.

Stan Savran and newly inducted Steeler Hall of Famer Jack Ham are handling play-by-play and color, respectively, on the television side. Sponsoring the games are Pittsburgh Brewing, Pittsburgh National Bank, Bell Atlantic and McDonald's. Announcers for the 20-game preseason and regular season schedule are Jack Fleming and Myron Cope.

□

KCNC-TV is in the first year of a five-year deal with the **Denver Broncos,** and televised the team's first two pre-season games; the other two will be seen on NBC and ESPN, respectively. Ron Zappolo and Dave Logan return to the anchor booth.

"Advertising sales are always phenomenal" for the Broncos, said Rick Wardell, KCNC-TV general sales manager, and this year is no exception. Ad rates are up 11% for pre-season, despite the fact that the games are in early August, traditionally a slow part of the month, he said. Sponsors signed include Coors, Miller, Oldsmobile and Baskin-Robbins, while Pepsi-Cola, Taco Bell, Subaru, United Airlines, All State and 7-11 are also buying time. The station will pick up extra spots for the third pre-season game, to be shown on NBC, because it will do its own pre- and post-game shows for that contest.

Both the *Dan Reeves Show* and *Broncos Beat* will return this year. The show with Bronco coach Reeves will run throughout preseason and the regular season. The other half-hour show will run during the regular season, on Saturday, and will be repeated on Sunday prior to the game. The station also airs six weeks of nightly training camp updates and plans several specials throughout the season, the first on Aug. 31.

In addition to KCNC-TV, independent KXRM(TV) Colorado Springs will carry the pre-season games.

KOA(AM) Denver has added quarterback John Elway to its Bronco programing lineup. Elway and coach Dan Reeves will each have 15-minute shows as part of the station's 30-minute pre-game programing. Post-game programing consists of a 40-minute locker room show and a 90-minute call-in program. Reeves and Elway also appear in five-minute programs throughout the week on KOA. Returning to the anchor booth this year are Bob Martin and Larry Zimmer.

Dick Carlson, general sales manager, said ad sales are going "reasonably well." Advertisers include American Honda, Anheuser-Busch, Safeway and Farmer's Insurance. The Broncos, radio network comprises 55 stations in 10 states.

□

The **Kansas City Chiefs** will be picked up by a network of about 50 radio stations, according to Tom Cheatham, executive director of the Chiefs Radio Network. The five-year contract with the team's originating station, Gannett Radio's KCMO(AM), he said, is entering its fourth year. KCMO has aired the team for 26 years, he said, and has run the network for four years now.

Network radio 30-second spots for the Chiefs games are $1,200 to $1,500, said Cheatham, noting that billing tripled last year's. Advertisers will include Anheuser-Busch, Amoco and Toyota. Others, such as Chrysler, will be sponsoring segments within the broadcast.

Despite shortcomings in the Chiefs' performance last year, Cheatham said, the stiff competition in the AFC West continues to attract listeners. Chiefs radio games will be announced by former Chiefs player Len Dawson and Kevin Harlan. Pre-game, halftime and post-game shows will be hosted by Bill Grigsby.

The Chiefs' originating TV station this year is KMBC(TV) Kansas City. The station bought the rights to four preseason games as part of a two-year contract, outbidding former Chiefs broadcaster KCTV(TV) Fairway, Kan. Two home games will be aired live, and two away games will be on tape delay.

Television announcers will be Gary Bender and Theotis Brown, former Chiefs running back. Sponsors will include Amoco, Coors and Taco Bell, according to Cheryl Craigie-Parker, general sales manager. The station will also air a 30-minute weekly coach's show, *The Chiefs Insider Report*, hosted by coach Frank Gansz and scheduled to run through the season.

□

The **Los Angeles Raiders** have a new radio flagship this year, with KFI(AM) there beginning its first year of a four-year contract. The station will air 20 games this season (four preseason, 16 regular), including pre- and post-game shows, which Chris Roberts will host. KFI(AM) feeds a 14-station network, and will feature Bill King doing play-by-play and Rich Moratta doing color analysis. Howard Neal, the station's general manager, said it is "just about at the break-even point, with 86% of the ad time sold." Major sponsors for the broadcasts include GTE, Oldsmobile of southern California and Chief Auto.

The Raiders will also be heard over Spanish-language KWKW(AM). The station will air 20 games this season, and will feed a seven-station network.

Two of the Raiders pre-season games will be televised by KABC-TV. The Aug. 13 game against Dallas will be shown on tape delay, and the Aug. 26 game against Chicago will be shown live.

KMEX(TV) will also be televising the Dallas and Chicago games—for Spanish-language viewers. The station will also be televising a weekly highlight show called *Raider Playbook*. According to Daniel Villanueva, general manager of KMEX, "We're attempting to educate Spanish-speaking viewers who are new to the game." Mario Solis will be the play-by-play announcer and Villanueva will add the color commentary.

□

Licensed to Tijuana, Mexico, XETRA(AM) will again air four preseason and 16 regular **San Diego Chargers** games. In this second year of a five-year agreement, however, the games are "a hard sell," said Bill Arbenz, sports program director at the station, because "too few advertisers are operating with sports budgets," and some are cutting back on "spot budgets." Last season's players' strike also had lingering effects, he said, with advertisers gaining "some compensation" time this season for lost time booked during 1987 games not played. Much of the inventory has sold, though, with Anheuser-Busch, Chevron, Farmers Insurance and San Diego Ford dealers returning. Play-by-play man Lee Hamilton will again team up with Chargers business manager and former tight end, Pat Curran, and former Detroit Lions and Chargers linebacker, Jim Laslavic, in the announcers' booth.

KGTV(TV) San Diego continues its "long-standing relationship" with the Chargers this year, said program director, Don Lundy, as the station airs four preseason games (only one of them live). The market, said Lundy, "is not as bright this year. The local market has softened up, and we're starting to feel it. We do have unsold inventory." Despite that less than optimal news in the last year of a two-year contract, Lundy said, "We expect to talk with the team," seeking to extend the relationship. And a bright spot this season is a repeat of last season's Los Angeles Raiders-Chargers game, an almost sure sell-out, and a chance to gain rights to air that one ESPN regular season game that last season gained the station a 33 rating in prime time. Sponsors signed up include Coors, Toyota and General Tire.

□

NBC affiliate KING-TV Seattle is in the second year of a three-year contract to broadcast the **Seattle Seahawks** games. Promotion and media director, Sue Trask, reported that it will cover the four preseason games with NBC sportscaster Charlie Jones doing play-by-play and weekend sports anchor Lew Gellos on color. The station has an unusual arrangement with the Seahawks on production of its various analysis shows, sharing both the cost of production and the profits for *Seahawks Live*, a training camp show that began in July from Seahawk headquarters and *Seahawks Insider* headed by sports anchor Tony Ventrella. The arrangement gives the station access to behind-the-scenes footage shot by team photographers. Major advertisers include U.S. West, McDonald's, GTE, Rainier beer, Subaru and Alaska Airlines.

For radio, KIRO(AM) is in the middle of its agreement to broadcast all preseason and regular season games over a network of 60 stations. The station broadcasts a total of four hours of pre- and post-game shows. Major sponsors for the games include Rainier beer, Pepsi, U.S. West and GTE. Ad sales are reported to be producing "our best year ever," according to sales manager Ron Carter.

□

An unlikely part of the **Dallas Cowboys** history will be part of KXAS-TV Fort Worth's coverage of the team this year when former Washington Redskins coach George Allen joins the station's broadcast team. The man best known in Dallas as coach of the "over-the-hill gang," responsible for some memorable Cowboy defeats including the 1972 National Conference Championship, will be joined by either NBC sportscaster Charlie Jones or CBS sportscaster Verne Lundquist.

"It's ironic," said KXAS-TV director of administration and programing, Russ Thornton, in reference to the former Redskins coach covering the Cowboys. "They've buried the hatchet."

KXAS-TV coverage includes as many as three preseason games, as well as a Nov. 13 matchup against the Minnesota Vikings (picked up from ESPN since low cable penetration in the Dallas-Ft. Worth area necessitates broader exposure through broadcast coverage). Two of the three preseason games will automatically be covered by the station because they are being played away from Dallas; a third game, versus Houston in Dallas on Saturday, Aug. 27, will be delayed one day if it does not sell out.

Thornton said that advertising sales have been good, as long as they are in prime time. On the other hand, sales of an upcoming preseason matchup with the Los Angeles Raiders, an afternoon game, have been disappointing.

Cowboy radio coverage by KRLD(AM) Dallas will be hosted by sportswriter Red Schram and Dale Hansen (also a sportscaster for WFAA-TV Dallas). Pre-game show duties go to former Cowboy Preston Pearson and sportswriter Chuck Cooperstein, who replaces Cowboy all-pro Bob Lilly. Also heard during the pre-game coverage is Verne Lundquist, who hosts *Our Heroes*. As in the past, Monday evenings on KRLD(AM) will feature a one hour look at the previous day's game hosted by Tex Schram and Tom Landry. A roundtable discussion among various sportswriters follows that program.

KRLD(AM) operations manager, Tom Tradup, said that the number of stations in the Cowboys regional network is down from 175 last year to 154 this year, because the network no longer includes stations in the neighboring states of Louisiana and Mississippi.

□

WPIX(TV)'s coverage of three preseason **New York Giants** games began with coverage of the matchup with the Green Bay Packers on Aug. 7. The station's vice president of public relations and sports, Marty Appel, said that the first game was a live broadcast, but that the two other preseason Giants games that WPIX will cover will be tape delayed, since both of those games will be played at home.

WPIX carries the Giants preseason games on a revenue-sharing basis. After costs associated with the production of the games are paid, the station and the team split the profits.

Behind the mikes for WPIX are Sam Rosen and former Giant Bobby Durham.

With Jim Gordon doing play by play, and Dick Lynch providing color, WNEW(AM) enters the 28th consecutive year of its coverage of the Giants. Mike Kakoyiannis, the station's vice president and general manager, said that sales are going "a little slower than expected." But, he said, it is still premature to make too much of the slower sales pace. Returning sponsors include Budweiser, Manufacturers Hanover Trust and Continental Airlines.

□

WIP(AM) Philadelphia will be broadcasting **Philadelphia Eagles** games for the 20th year, but for the first full season since the station changed hands and went to an all-sports format. New station partner Tom Brookshier, TV sports commentator and former Eagle, will host the pre-game show, a fraction of the 12 hours of programing to accompany the game each week. Ad sales have been behind last year's pace, said General Manager Art Camiolo, because the station's one-year contract for the games didn't get locked in until May. Renewed advertisers include McDonald's, Honda, Amoco and Bell Atlantic.

Brookshier hasn't given up TV: he'll be doing play-by-play for KYW-TV during its four live broadcasts (assuming two home game sell outs) of Eagles preseason games. The station is in the last year of a three-year contract. Advertising is sold out, according to Allen Murphy, general sales manager. Cadillac, Coors beer, Philadelphia Ford Dealers and Pepsi-Cola are some of the major advertisers.

□

Although KTAR(AM) Phoenix wasn't awarded rights to **Phoenix Cardinals** games until June 2, 89% of the availabilities for the team's first season in Arizona have been sold, according to the station's general manager, Jim Taszarek. Major advertisers are Nissan, America West Airlines and Circle K convenience stores. In the first year of a multiyear contract, the station will be feeding the games to a five-state regional network of 25 stations. Five hours of programing will accompany the game each weekend, including a coach's show, traffic reports and a tailgate party. Former Washington Redskins coach George Allen will be one of the color commentators.

KTVK(TV) has a one-year contract to televise three of four preseason games, one of them tape delayed unless the game sells out. Ad sales are 80% sold, said Sue Schwartz, the station's program director. KTSP-TV, a CBS affiliate running 13 regular season games, has a two-year contract to air the one preseason game carried by ESPN, and will go with it live if the game sells out. The week of the Cardinals debut, the station will distribute 900,000 copies of an 8-page, full-color brochure that includes a schedule, station information, contests and ads from three major buyers—America West Airlines, Valley National Bank and Smitty's grocery stores.

□

WTTG(TV) Washington was almost a victim of the **Washington Redskins**' success last year. Coming off of their Super Bowl victory last January, the Redskins are a hot television property. So it was not surprising that ABC and CBS each decided to broadcast one of the champion's four pre-season games, usurping the Fox station's local rights to the games. Undaunted, WTTG decided to broadcast two scrimmages—the so-called "rookie" scrimmage against the New England Patriots on July 23 and a scrimmage against the New York Jets the following Saturday featuring veteran players. To make the telecasts more attractive, WTTG wired two of the Redskins' assistant coaches so viewers could hear them discuss plays and assess players during the game. The broadcasts were, according to station general manager, Betty Endicott, and Nielsen, a hit. The Saturday-afternoon rookie scrimmage scored an 11 rating/34 share, beating sports programing on all three network affiliates in the market. The veterans did not fare as well, pulling an 8/29. WTTG's prime time broadcast of the Redskins-Steelers contest on Aug. 5 scored a 23/47.

For the scrimmages, Steve Buckhantz handled the play-by-play with support from Billy Kilmer and George Starke. Dick Stockton and Curt Gowdy have been tapped for the two preseason games. Major advertisers for the games include Mobil, Exxon, Coors, Miller Lite, Big Boy, Burger King, McDonald's and British Air.

WMAL(AM) Washington, in the final year of a five-year agreement, is broadcasting the Redskins for the 26th consecutive season, and station management is confident a new deal will soon be struck to extend the relationship into the 1990's. The broadcast team of Sonny Jurgenson, Sam Huff and Frank Herzog will again handle the 20 preseason and regular season games as well as any post-season action.

WMAL, which holds the rights, has put together a satellite-delivered network comprising around 70 stations in 10 states, including Rhode Island and Kentucky. Stations picking up the games pay a network fee but get 13½ minutes of time to sell.

□

In the final year of the current rights contract for radio coverage of the **Chicago Bears,** WGN(AM) has signed a new three-year pact. For all preseason and regular season games there will be two hours of radio coverage before and after the games. A show with Bears head coach Mike Ditka will be among the pre-game offerings and call-in and locker room shows will be presented after the games. The game action will be described by WGN play-by-play announcer Wayne Larravie with color from former Bear linebacker Dick Butkus and former St. Louis Cardinal quarterback Jim Hart.

Just before the first pre-season game on Aug. 8, WGN had sold about 90% of its commercial time for the season. Advertisers include G. Heileman Brewery, Amoco, True Value Hardware and Chevrolet. Sixty-second spots sell for $6,000; 30-second spots for about $4,800.

WLS-TV, in the second of a four-year deal to telecast Bears preseason games, are presenting two games this season with announcers Mike Adamle, Tim Weigel and Jim Rose. WLS-TV is heavily promoting Bears quarterback Jim McMahon's addition as co-host with Adamle of its *Eyewitness Sports Final* post-game shows for both the preseason and regular season. Weigel hosted a special from Bears training camp in Plattsville, Wis., before the Bears' first pre-season game televised by WLS-TV on Aug. 6. Major advertisers are Heileman Brewing, Ford and Honda.

Network Lineups

ABC-TV

NFL preseason	July 30
NFL (Monday night)	Sept. 5
Nebraska-UCLA and other college games	Sept. 10
PAC 1-/Big 10	Oct. 1
Aloha Bowl	Dec. 25
Blue-Gray All Star Classic	Dec. 25
USF&G Sugar Bowl	Jan. 2.
Citrus Bowl	Jan. 2
Rose Bowl	Jan. 2
East West Shrine Game	Jan. 15

CBS-TV

NFC pre-season	Aug. 6
CFA	Sept. 3
NFC regular season	Sept. 4
Army-Navy	Des. 3
NFC playoffs	Dec. 24,25
John Hancock Sun Bowl	Dec. 24
NFC playoffs	Dec 31, Jan. 1
Mobile Cotton Bowl	Jan. 2.
NFC championship	Jan. 8.

NBC-TV

AFC preseson	July 31
AFC regular season	Sept. 4
AFC playoff	Dec. 24
Hall of Fame Bowl	Dec. 30
AFC playoff	Dec. 31, Jan.1
Orange Bowl	Jan. 2
Fiesta Bowl	Jan. 2
AFC championship	Jan. 8
Super Bowl	Jan. 22

ESPN

NFL preseason	Aug. 7
CFA	Sept. 1
NF[illegible]gular season	Oct. 30
E[illegible] Isle Bowl	Nov. 19
D[illegible]hampionship	Dec. 10
Cali[illegible] Bowl	Dec. 10
Div. I[illegible] championship	Dec. 17
All A[illegible]rican Bowl	Dec. 29
Seaworld Holiday Bowl	Dec. 30
Mazda Gator Bowl	Jan. 1
Ricoh Japan Bowl	Jan. 15
Pro Bowl	Feb. 7

Mutual Radio

College kickoff classic	Aug. 27
NFL	Sept. 4
Notre Dame and other	Sept. 10
Army-Navy	Dec. 3
Eagle Aloha Bowl	Dec. 25
All American Bowl	Dec. 29
Seaworld Holiday Bowl	Dec. 30
USF&G Sugar Bowl	Jan. 2

NBC Radio

Liberty Bowl	Dec. 28
Fiesta Bowl	Jan. 2
Orange Bowl	Jan. 2
Rose Bowl	Jan. 2

CBS Radio

NFL	Sept. 5
Independence Bowl	Dec. 17
John Hancock Sun Bowl	Dec. 24
Cotton Bowl	Jan. 2

Negotiations have begun for upcoming years of **Detroit Lions** broadcasts on WJR(AM). The station is now in the last year of a three-year pact. In light of the negotiations, Mike Feezey, general sales manager, declined to give a percentage of commercial time that has been sold so far. "Sales are a little tough," he said. "It looks like we could equal last year with a little luck." Sponsors signed include Ford, Anheuser-Busch and Elias Brothers restaurants. Packages of 60-second spots are being sold for $30,000. An announcing crew of Frank Beckman, Charlie Sanders and Jim Brandstatter will handle game time as well as pregame and postgame coverage.

WJBK-TV Detroit, as it customarily does, signed a one-year contract to broadcast the Lions. But this time, instead of two games it is presenting all four preseason games, two live and two tape-delayed. Dave Diles is calling the plays and color analysis is being provided by WJBK-TV's regular sports announcer, Fred McLeod, and by Lem Barney, a former Lion running back. WJBK-TV's Jim Clayton, general sales manager, was generally pleased with sales of TV time: "There's a little more excitement about the Lions this year than there has been in past years," he said, because the team's winning percentage is expected to improve. Subaru, Midas, Molson beer and Ford trucks are the biggest advertisers.

□

WTMJ(AM) Milwaukee, billing itself as "Your Packers Information Station," has been broadcasting **Green Bay Packers** games for more than 60 years. Jim Irwin and former Packers receiver Max McGee return as game announcers and to host the pre-game and post-game shows. This year, pre-game shows will feature Lindy Infante, the Packers' new head coach. Infante will also appear on two update shows midweek between each game during the season. About 80% of the time available for the season was sold out just before the start of the preseason, according to Jeffrey Kuether, WTMJ general sales manager. The biggest advertisers are Anheuser-Busch, State Farm Insurance, Amoco, Nappa Auto Parts and True Value Hardware. Listenership is being promoted through daily on-air contests for game tickets.

All four Packers pre-season games are being televised by WBAY-TV, which is beginning a three-year contract with the team. The station's crew will broadcast games from four different cities: Green Bay; Madison, Wis.; Milwaukee, and Indianapolis. The Green Bay game will be tape delayed for WBAY-TV viewers, but will be carried live by the four stations on the station's regional network.

□

Radio rights for the **Minnesota Vikings** have transferred from KSTP-FM Minneapolis to WCCO(AM) there, which signed a three-year contract with the team. "We have a whole lineup" of pre-game and post-game shows to introduce, said Joe Skladany, WCCO sports coordinator. Pre-game will include *NFL Gameday*, reviewing each Sunday's matchups; *Morgan Predicts*, in which a WCCO commentator picks the winners; *Viking Fans*, with views from fans in area bars and restaurants, and *The Jerry Burns Show*, a live interview with the head coach. Post-game coverage will include replays of the radio commentary during the major plays of the game, a locker room show, a call-in show and a roundup of scores and highlights from other games around the NFL. Brad Nessler, a former Atlanta Falcon announcer, will handle play-by-play, accompanied by former Viking tight end, Stu Voight.

Ads have sold "pretty well," Skladany said, with about 75% of the season sold before the first preseason game. Honda, Olds, NAPA and Amoco are some of the major sponsors. Spots are being sold at a rate of $3,000 for 30 seconds.

Meanwhile, co-owned WCCO-TV is also starting a new contract with the Vikings in 1988. After taking over Vikings preseason telecasts with a one-year deal last summer, WCCO-TV renewed with a three-year pact. This year the station will originate one game in August. Sponsors for that game will include Goodyear, Dodge, Stroh's, Nissan and G. Heileman Brewery. Although WCCO-TV does not operate a regional network, the game will be broadcast on co-owned stations in Alexandria and Walker, both Minnesota, which simulcast all but eight-and-a-half hours of WCCO-TV's programing per week. Together, the three stations cover most of the state. WCCO-TV also presented a live half-hour locker room special yesterday (Aug. 14) from Gottenberg, Sweden, before the CBS-TV presentation of the Vikings-Chicago Bears game there.

□

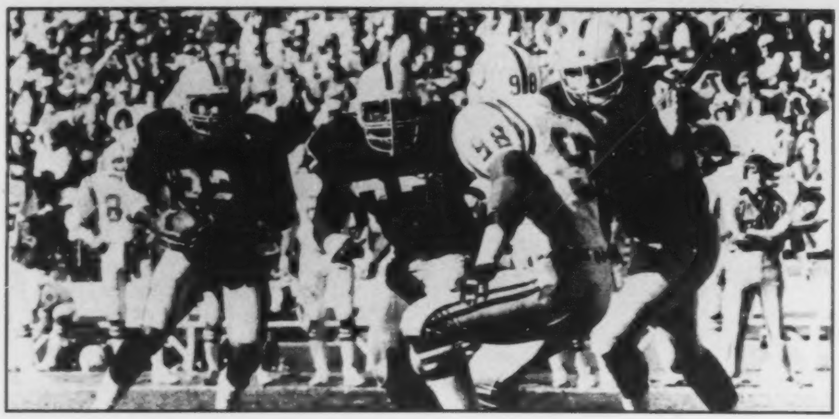
WRBQ(FM) has the rights (its second year) to **Tampa Bay Buccaneers** games and will broadcast all 20 to a 28-station network throughout Flordia, Georgia and Alabama. In addition to the games, WRBQ plans to air four 15-minute pre-game shows—*Buccaneer Beat*, *The Ray Perkins Show* and *Scouting Report*, *NFL Gameday*—and three post-game shows—*Locker Room*, *Buccaneer Wrap-up* and *NFL Gameday*. WRBQ's Tim Spence reports that 90% of the broadcasts have been sold nationally, with sponsors including Chevron, Stroh, Bob Evans restaurants, Cash & Carry food stores and Scotty's.

WTVT-TV Tampa begins the first of a two-year contract to televise the Buccaneer's four preseason games. The station will air two road games live and two home games on tape delay along with a 21-week show called *The Coach Show*. The station reports it has sold 60% of the available advertising time, with Cash & Carry food stores, Wendy's, GTE and All State Insurance among the sponsors.

□

WSB(AM) Atlanta, now in its third year of a three-year contract with the **Atlanta Falcons,** will air all 20 preseason and regular season games during 1988-89. In addition to game play-by-play, handled this year for the first time by Falcon veteran Larry Munson, the station also has a coaches show and a two-hour pre-game show with Bobby Harper, who provides color commentary and a half-time show during game broadcasts as well. According to the station, advertising for the games is 70%-75% sold out, 15% ahead of last season, with national advertisers including Honda, Chevron and Delta.

Ad sales are also good at WAGA-TV Atlanta, according to station sales executive Chuck Wing, and despite the team's losing record, the station has sold out its available commercial time for its four preseason games this month and 60% of its inventory for the regular season half-hour pregame show, which features team coach Marion Campbell. Among the national advertisers are Burger King, Texaco, British Airways, Honda, Chevron, Isuzu, Midas, Domino's Pizza, Miller Beer, Pillsbury Steak and Ale, Taco Bell and, with rotating billboards, Stroh's and Schlitz beers.



□

The **Los Angeles Rams** will be heard on KMPC(AM) Los Angeles this season, the 41st consecutive season it's carried Rams football. The station is in the second year of a four-year contract and will feed a 32-station network. The station will be broadcasting all 20 games this season, and the major sponsors for the games are Chevrolet, Budweiser, TWA and Chevron. Ad sales are "running ahead of last year, and we're one minor sponsorship away from being sold out," said Bill Ward, the station's general manager. In addition to pre-game and post-game shows, the station will also air *Ram Talk*, a one-hour, phone-in show that follows the post-game interviews. Bob Rowe and Jack Youngblood are the hosts of *Ram Talk*. Announcers for the games are Bob Starr, doing play-by-play, and Dick Bass, Steve Bailey and Jack Youngblood taking turns handling the color commentary chores. On Sept. 10, the station will distribute approximately 60,000 seat cushions as part of a co-promotion with the Rams.

KMPC will also purchase time on XEPRS Rosarita, Mexico, for Spanish-language broadcasts.

□

WWL-TV New Orleans this year will broadcast three **New Orleans Saints** preseason games, including a retransmission of an ESPN cablecast with half of the cable service's ad spots. According to Jerry Whaley, general sales manager, this year's broadcast team includes—for the third year—color commentator Archie Manning, former Saints star quarterback, with play-by-play handled by station sports director Jim Henderson. During regular season, the station also plans a Sunday night roundup show following the 10 p.m. news. Advertising is around 90% sold, said Whaley, with national, regional and local sponsors including Popeye's chicken, Miller Beer, Conoco, Ford Parts and Service, Taco Bell, Shoetown, insurance companies US Agencies and Automotive Casualty, LaMarque Ford and Benson Automotive World. The station feeds its live broadcasts to WBRZ(TV) Baton Rouge and KATC(TV) Lafayette, both Louisiana, and WJTV(TV) Jackson, Miss.

WWL(AM) has all of the Saints preseason and regular season games and also uses Henderson and Manning as its announcing team. The station begins its Saints-related programing an hour and a half before game time with the one-hour *The Game Plan*, hosted by sports announcer Bruce Miller, followed by a 15-minute *Scouting Report* with Henderson and a 15-minute pre-game show. A 15-minute post-game broadcast is followed by a locker room show with Miller and a one-hour call-in show, *Haps' Point After*, hosted by Haps Glaudi. The station also has a weekly Tuesday 6:30-7 p.m. broadcast with the team's head coach, Jim Mora, and a weekly Wednesday 6:30-7 p.m. show with general manager Jim Finks.

The station said it has reached 90% of its projected sales, with national sponsors including Budweiser, All State insurance, Chevron/Gulf and Stroh's. Other advertisers include Louisiana Nissan Dealers and local sponsors such as Goodyear, Popeye's and area supermarket chains, banks, hotels, shopping centers and auto suppliers. The station's game broadcasts go to a network of 60 stations in Louisiana, Mississippi, Alabama, Texas and Florida.

□

Group W's KPIX(TV) San Francisco is producing three live preseason **San Francisco 49ers** games this year under its rights contract with the team. CBS preempted the fourth game with the Los Angeles Raiders, but it made little difference to KPIX or its viewers since KPIX is a CBS affiliate. Announcers are Wayne Walker, who will handle the play-by-play, and Bill Ring, who will handle the color.

Radio coverage of the 49ers changed hands before last season, moving from KCBS(AM) to KGO(AM), which is now in the second year of a three-year contract. KGO will offer two hours of coverage before the kickoff: *49ers Preview* will start the coverage; *Today's Matchups* will compare technique; *Coach's Corner* will feature the 49ers coach; *49er Closeup* will profile players and coaches; *The Other Guys* will profile opposing team members, and *49er Countdown* will precede the kickoff. Major sponsors are Anheuser-Busch, Farmer's Insurance, Chevron, Jeep/Eagle Dealers, Pacific Gas & Electric, First Nationwide Bank, True Value and Payless. The station reported sales well ahead of last year's.

C1750-1
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Broadcasting Aug 22

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SPECIAL REPORT ON
Cable Programing

Vol. 115 No. 8

Broadcasting Aug 22

GOP Party . . . There was considerable grist for media mill—some 13,000 journalists strong—covering Republican national convention in New Orleans. NBC scores scoop of week in getting name of George Bush's choice for vice president prior to official announcement. **PAGE 19.**

Flat . . . TV broadcast network revenues are flat in second quarter. **PAGE 24.**

Wired . . . From basic to pay to pay per view, from sports to theatrical releases to original fare, world of cable programing is expanding and growing more lucrative. BROADCASTING's special report addresses resurgence of some forms of programing and hurdles to be crossed by others. It all begins on **PAGE 27.**

Showtime's 'Brothers'

26/CHANGE OF COMMAND

J. William Grimes leaves ESPN Inc. to join Hispanic television network, Univision Holdings Inc. Roger Werner returns to ESPN, taking over chief executive position left by Grimes.

41/PROMOTION PLANNING

ABC, NBC and CBS plan strategies for promoting upcoming fall schedules. Mix of repeats and original product and staggered starts are making it challenging task.

45/BIG DEAL

Cablevision Systems buys Viacom cable systems serving Long Island and Cleveland and takes 5% interest in Showtime/The Movie Channel in deal valued at $575 million.

46/IN FASHION

Cable Value Network takes over operations of financially troubled Fashion Channel Network, moving service to CVN's Minneapolis base.

48/NO LAUGHING MATTER

Industry observers say libel and invasion of privacy suits against radio stations and personalities are on rise. Some stations are becoming more cautious about using pranks and practical jokes to attract listeners.

50/THOSE OPPOSED

FCC receives comments from broadcasters overwhelmingly against commission proposal to change present status of FM translator stations.

51/TKO

Fire at New York's Empire State building takes many of city's FM radio stations off air for about three hours.

53/PRIVATE PROPERTY

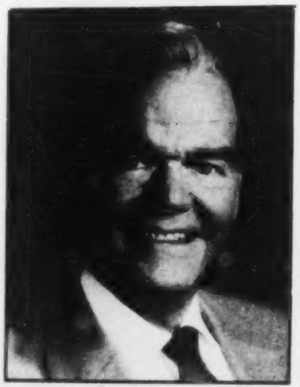
Management group led by Milton Maltz, chief executive officer and majority owner of Malrite Communications Group, offers $141 million for Malrite, company that went public in 1984.

88/DAY IN COURT

U.S. District Court rules that Satellite Broadcast Networks Inc. violates Copyright Act by retransmitting broadcast signals.

25/RADAR RANKINGS

ABC Radio's veteran commentator, Paul Harvey, captures top five network radio program slots, with his weekday morning program reaching more than 6 million listeners ages 12 and over, according to just-released spring 1988 RADAR results.



Paul Harvey

60/MORE INFORMATION

National Telecommunications and Information Administration report calls for lifting of judicial and regulatory restrictions on Bell Operating Companies so they can offer information services.

87/PUBLIC PERSONA

National Association of Public Television Stations President David Brugger's career began same year Corporation for Public Broadcasting was formed. They have both come long way since.

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unaware of dual standards practice.

On June 8, children's television bill breezed through House 328 to 78. Chances for Senate action were considered good, but Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8), which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder with a 200-watt bird already in construction, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programing. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become a reality in U.S. in the 1990's, Hughes has said.

Next most viable competitor in race to provide first DBS service here may be GE Americom. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programers and cable operators, to launch K-3 and K-4, now under construction, to provide service to both cable industry and home businesses, with cable likely retailers (BROADCASTING, July 18). Hughes says such service would only be "interim" step toward its 200-watt service.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies." TCI backing of Tempo DBS venture may indicate that cable operator resistance to a distribution form that threatens to bypass cable may be passing. Dominion Video, granted 1986 construction permit for 16 DBS channels, announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.

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High-Definition TV

■ Date for second congressional hearing of summer on HDTV by Telecommunications Subcommittee has been rescheduled for Sept. 7. Subcommittee is also sponsoring HDTV equipment demonstration on Capitol Hill Sept. 8-9.

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) met last week to begin work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Special FCC meeting is tentatively set for September 1 to consider possible actions following release of first interim report by ATS committee, including second inquiry and rulemaking. Report concludes that full HDTV broadcasting standard should be commission goal, either at once or through evolutionary EDTV system as first step.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center

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crews running around."

The RNC Network, incidentally, did not restrict itself to providing an in-house feed. It put its pictures on Westar 4 to make them available to any station or cable system that was interested. Or individual homes. Goode said he had received calls from a number of individuals who had picked up the signal on their home earth stations. "The network," Goode said, "is working very well."

It was not only the network the Republicans employed as a means of leapfrogging the broadcasters. The Republican National Committee, in cooperation with the Republican Senate and House campaign committees, offered a service to television stations that were not represented in New Orleans. If a station had a downlink and was interested, the Republican organization in New Orleans would make members of their states' delegations and other local officials available for interviews via satellite and telephone hookup, with the Republican organization personnel operating the camera in the Superdome. The material was taped and fed by satellite within an hour. Mary Mead, deputy convention manager for media relations and public affairs, said the operation was feeding about 25 interviews a day—100 for the four-day convention. For the Republicans, it was a good way to use the satellite when it was not needed for the RNC Network. For the 100 stations, it was the next best thing to being in New Orleans.

□

Despite the roller coaster excitement of the convention last week—the announcement of Quayle and the immediate eruption of controversy regarding his National Guard service—the ratings story of the convention was the same: down. The cumulative ratings for the networks for the four-days in New Orleans were poorer than the already poor record achieved in Atlanta last month (see below). So those who have grown weary of sharing a diminishing audience were not impressed by the drama—and the potential

TV networks post flat revenue in second quarter

The trend of television network revenue continues to be flat, as evidenced by second-quarter numbers provided last week by the Broadcast Financial Management Association. Those figures, assembled from unaudited numbers voluntarily submitted by ABC, CBS and NBC to Arthur Young & Co., showed an overall increase in the April-through-June quarter of less than 1%, to $1.76 billion.

More than half that sum came from prime time advertising, which declined less in the second quarter than it had in the first. The second-quarter figures, which showed a 1% decline to $923.6 million, confirm reports of an improvement in the scatter market over the first quarter.

A reversal was registered in daytime, where a decline of nearly 12%, to $263.8 million, compared to the prior-year's second quarter, ended short-lived improvement for the daypart registered in the first quarter.

The offsetting good news for the three networks came in sports, where revenue jumped 21%, to $240.8 million; news, which showed a gain of 4.5%, to $203.9, and late night, which was up a strong 15.6%, to $95.3 million. The late daypart was up roughly the same percentage in the first quarter as well.

Network revenue from children's programing was down 8.6%, to $33.4 million.

The numbers released last week show that for the first half of the year, three-network revenue increased 9%, to $3.65 billion. An analysis would show that absent the first-quarter's winter Olympic games, three-network revenues have shown little increase.

For all of 1988, the networks will benefit both from the upcoming summer Olympics and from political advertising. Through the second quarter, political advertising on the three networks has amounted to less than $1 million.

Second-quarter television network revenue: 1988 vs. 1987

(Add 000)

	Prime Time	*Late Night*	*Daytime*	*Children*	*Sports*	*News*	*Total*
Revenue from client-supplied programing							
Second quarter '87	$12,162	$0	$315	$0	$2,598	$0	$15,075
Second quarter '88	11,334	0	0	0	3,490	0	14,824
% change	-6.81	0	-100	0	34.33	0	-1.67
All other gross revenue from time sales							
Second quarter '87	1,084,999	96,983	351,862	42,960	230,874	229,325	2,037,003*
Second quarter '88	1,074,957	112,119	309,927	39,249	278,839	239,730	2,054,821*
% change	-0.93	15.61	-11.92	-8.64	20.78	4.54	0.87
Total gross revenue from time sales							
Second quarter '87	1,097,161	96,983	352,177	42,960	233,472	229,325	2,052,078
Second quarter '88	1,086,291	112,119	309,927	39,249	282,329	239,730	2,069,645
% change	-0.99	15.61	-12	-8.64	20.93	4.54	0.86
Less advertising agency commissions							
Second quarter '87	164,315	14,548	52,495	6,405	34,159	34,283	306,205
Second quarter '88	162,651	15,796	46,107	5,853	41,545	35,838	308,790
% change	-1.01	15.45	-12.17	-8.62	21.62	4.54	0.84
Total net revenue from time sales							
Second quarter '87	932,846	82,435	299,682	36,555	199,313	195,042	1,745,873
Second quarter '88	923,640	95,323	263,820	33,396	240,784	203,892	1,760,855**
% change	-0.99	15.63	-11.97	-8.64	20.81	4.54	0.86

*Includes $18,558,000 in color insertion revenue for 1987 second quarter and $20,217,000 for 1988 second quarter

**Includes political parties/candidates revenue of $205,000

THE CABLE NETWORK PROGRAMING UNIVERSE

BASIC SERVICES

Network **Systems** **Subscribers**	**ESPN** 19,500* 47,800,000	**CNN** 8,298 46,869,000	**WTBS** 9,171 45,718,000	**USA Network** 10,100* 45,200,000	**MTV** 5,010 42,700,000
CBN 8,215 41,642,000	**Nickelodeon** 6,195 41,200,000	**Nashville Net.** 7,335 41,051,392	**Lifetime** 3,800 39,800,000	**C-SPAN** 3,014 39,200,000	**Nick at Nite** 3,285 36,900,000
Weather Ch. 3,200 36,000,000	**A&E** 2,600 34,200,000	**Discovery Ch.** 3,567 33,800,000	**Headline News** 3,228 32,693,000	**FNN** 3,500 30,500,000	**VH-1** 2,140 27,900,000
WGN-TV 11,071* 24,653,463	**Score** 1,150 20,000,000	**CVN** 1,600 20,000,000	**BET** 1,200 20,000,000	**HSN I** 1,342 15,700,000	**C-SPAN II** 539 15,700,000
Learning Ch. 930 12,800,000	**QVC Network** 931 12,600,000	**WWOR-TV** 2,499 12,302,073	**Telshop** 850 12,000,000	**Silent Network** 350 10,300,000	**Eternal Word TV** 461 10,100,000
Fashion Ch. 600 10,000,000	**Inspirational Network** 950 10,000,000	**WPIX(TV)** 858 9,678,474	**Travel Channel** 260 9,300,000	**Trinity** 650 8,000,000	**Tempo TV** 700 8,000,000

Country Music Network 830 8,000,000	***Movietime*** 273 7,000,000	***Acts*** 358 6,600,000	***HSN II*** 302 5,500,000	***KTLA(TV)*** 182 4,929,355	***Shop TV*** 119 4,400,000
Nostalgia 325 4,000,000	***KTVT(TV)*** 417 3,588,270	***Galavision*** 290 3,000,000	***Mind Extension University*** 70 1,700,000	***Family TV Net.*** 50 1,100,000	***America's Shopping Ch.*** N/A 1,000,000

PAY SERVICES

HBO 7,400 15,900,000	***Am. Movie Classics*** 1,500 12,000,000	***Showtime*** 6,000 6,300,000	***Cinemax*** 4,200 5,100,000	***Disney*** 5,000 3,810,000	***Movie Channel*** 6,000 2,600,000
Bravo 320 1,100,000	***Playboy*** 500 490,000				

PAY-PER-VIEW SERVICES

Systems Addressable homes Total basic homes	***Viewer's Choice I and II*** 181 3,500,000 5,000,000	***Request TV*** 190 3,200,000 4,500,000	***Home Premiere Television*** N/A 1,200,000 N/A	***Cable Video Store*** 65 175,000 1,800,000	***Zap Movies*** 7 66,000 170,000

* Affiliates include noncable system distributors.
Showtime/The Movie Channel does not break out individual system counts.
PPV numbers are for systems, addressable homes and total basic homes.
Figures for WGN-TV, WPIX(TV), KTLA(TV) and KTVT(TV) include TVRO and SMATV affiliates.

more than justified our increased marketing expenses, and once those customers who are getting their first month free—if that is the promotion—once they complete that first month, they become full revenue-paying users," he said.

In the case of offers that give viewers a free month or two of a premium channel, there is always some drop-off of viewers after the promotion. In HBO's case, Billock says that "we end up keeping about 60% of the gross installations in the post-promotion period." But even at that rate, he added, "it is a very economic strategy for us to be executing because we're growing at such an aggressive clip. Also, with these promotions we do a lot of marketing against the homes-passed marketplace, and those homes have been holding basic cable at about a rate of 80%-85%, so the net result is that while there are marketing costs, both the operators and the supplier, or HBO, are experiencing very heavy growth."

Jim Honiotes, director of programing, Jones Intercable, agreed: "The key to our growth has been aggressive marketing and promotion. Our year-end growth rate when we annualize the rate from the first two quarters will work out to an increase of 8%-9% from last year."

Although movies continue to be the staple of the pay channels' menus, original programing is now seen as a means of establishing an individual identity for channels, as well as providing viewers with programing exclusive to that channel. "The key to success for pay channels is original programing," said Paul Napper, analyst, Crowell, Weedon & Co., a Los Angeles brokerage firm. "Original programing makes the viewer think that if they don't get this channel they'll miss out on seeing the programing, that they won't be able to see it anywhere else," he said. "Exclusivity is very important because viewers want to know that they can get programing not available anywhere else," Napper said.

According to Gary Keeper, vice president, original programing, Showtime, "Showtime's original programing, generally speaking, is more expensive than buying movies. That being the case, and if you figure that most people purchase the service for the movies, then why would we bother at all?" The reason, said Keeper, "is that we feel we need to have the subscribers feel that they are getting their money's worth, that there is unique product on that screen that it is worthwhile for them to pay for month after month. In order to do that, there needs to be a mix of programing, and it needs to be of very high quality. We're convinced that the enhancement of the service by original programing means a lot to the subscribers, that they're saying, 'I've got all these movies, but I also have all this other programing.' I think a lot of it is perception, that they want to know that all that other programing is available. For instance, in the case of a series where they can accept the familiar faces and come back to them week after week, that kind of viewer loyalty is very important to us."

HBO's Billock

Disney's Cooke

Keeper also feels that subscribers "want to get a complete entertainment package, and this way they are getting all those top movies that we promised them, but they're also getting big concerts, big comedy acts, series and high-quality made-for-cable movies, all that are video-proof, that they are not going to get anywhere, except on Showtime." Currently, 30-35% of Showtime's schedule is made up of original programing.

Keeper said that Showtime is satisfied with that figure now, but he sees a possibility of an increase in the future and hopes that by 1991 the pay channel will program one made-for-Showtime movie each month.

Home video has played a part in the pay channels' interest in original programing, according to Honiotes. Now that viewers with VCR's can see theatrical releases much sooner on videotape than on their cable channels, the pay services find themselves in a position similar to that of the broadcast networks during the '70's, when cable began showing theatrical releases months before the broadcast networks' windows for those releases were scheduled. With original programing such as made-for-cable movies and series, Honiotes said, "pay channels are able to get back some of the exclusivity that they've lost to home video."

Indeed, differentiation of services has become a prime marketing base on which pay

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The second coming of

After early struggle, sports channels hit stride, thanks in part to cooperative programing and shift to basic cable

Not too many years ago, regional cable sports services were as good as any place in the cable business to lose money. Spurred by high programing ideals, aggressive business plans and an abundance of channel capacity, dozens of sports services were launched. Some were full-fledged, year-round services; others were pay services centering on major league sports teams. Not all made it.

Some were disbanded; others were bought by other operations. But some made it through earlier struggles and are now profitable today. This year has sparked a resurgence in activities in regional sports programing. Earlier this year, two services were launched in Florida—SportsChannel Florida (affiliated with Cablevision Systems Chairman Charles Dolan's four other regional sports services) and the Sunshine Network (owned by a group of cable operators). The Z Channel in Los Angeles, a movie service, added a sports component to its lineup and is going head to head with Prime Ticket in that market. There are already two regional sports networks in both New York and Boston. United Cable, Bill Daniels (who owns 50% of Prime Ticket) and Home Sports Entertainment (which owns a Houston-based sports network and 49% of the Sunshine Network) will launch a regional service for the Rocky Mountain area next November. Viacom, Tele-Communications Inc. and Heritage are exploring the creation of a service based in San Francisco. United has taken a look at the Pacific Northwest, and SportsChannel is looking at Cleveland and Minneapolis for start-up operations. In its present markets, SportsChannel places its spillover games in New York on a second channel and has considered second services in Philadelphia and Chicago.

Not only are regional operations growing in number, but there are, increasingly, cooperative programing arrangements among the services. The prime example of their collective clout is the $53-million rights fee SportsChannel has paid for 50 National Hockey League games and Stanley Cup action. Those games will appear on SportsChannel's five services—New York, New England, Philadelphia, Chicago and Florida—and the network is talking with other regional sports entities about carriage.

A group including primarily the non-SportsChannel services met in New York earlier this year to talk about pooling funds for a major event or two, such as a PGA golf tournament. That group represents a subscriber base of upward of eight million.

Already, services borrow games from other sports services, within the bounds of rights contracts, to bring top-flight, professional sports programing to their markets. The Sunshine Network, for instance, is carrying more than 100 Major League Baseball games, drawing from three other sports services this year. Those agreements allow regional networks to supplement games of interest in their local area, with baseball, college football and college and professional basketball.

In addition to the regional networks, services carrying only one team for a particular sport are doing business. Tele-Communications Inc. has been successful with Pirates on Cable in Pittsburgh. There are cable sports networks for the games of the Buffalo Sabres, Utah Jazz and Portland Trailblazers.

Services have been able to draw top-flight sports (all the major leagues, except for the National Football League) at rights costs that do not cripple the service. Advertising, naturally attracted to sports, has increased to provide a bona fide revenue stream. There has been a gradual shift from pay to basic among sports services, increasing distribution, and translating into more per-subscriber fees and advertising revenue. The cores channels are building. "The demand for pay is currently very strong," said Nora Ryan, senior vice president, marketing, Showtime. "Showtime has shown steady growth for over a year now, actually record growth for the past year," she said. One reason for that growth, said Ryan, is that "consumer awareness about differentiation has really begun to take hold. Over 60% of the people who have Showtime and HBO now understand the instance of exclusive movies on one channel or another, and we feel that awareness has contributed to the growth of multipay homes as well as to the overall growth of Showtime."

One pay channel service relatively unaffected by the home video industry is the Disney Channel. "In the time that I have been here [since August 1985], we have seen the penetration of VCR's in our subscriber base go from 50% to just over 80%, and that has not been a competitor to our business. In fact, our subscribers use the VCR's to capture some of our programing for subsequent use," said John Cooke, president, Disney Channel. "We are not in the all-movie business, the kind of business that others are in, where the VCR could completely satisfy the alternative to pay television;" he said. "For us, we are really in the family entertainment business, and our programing ranges from pre-school series in the morning to made-for-TV movies in the evening to specials in the evening to series programing in the evening. All those programs fill various needs for different segments in the household, and they are also needs that aren't satisfied by the VCR. We have had a unique niche that we filled, and in that position we were really immune from a lot of the other issues that the other pay services had and we had an opportunity to grow dramatically because of the special service we filled in the household." Cooke added, "No other pay service tries to program by daypart for the different segment that you would expect in front of the television during that daypart."

Not all pay channels have participated in the growth of the past 18 months or so. HBO's Festival service, launched last year, is being canceled, effective at the end of this year. Limited channel space and failure to reach its intended audience were apparently the causes of the demise of the family-oriented channel. The Playboy Channel, because of decreasing subscriber rates, has announced that it will restructure its format. In addition to changing its name to Night Life, the channel will discontinue its edited X-rated movies, opting instead for softer R-rated features. Night Life will also program more mainstream, R-rated action films. □

By Steve Coe

regional cable sports

of many major cities, unwired four or five years ago, are getting cable now.

"We are now in a position we always expected," said Tom Chestnut, senior vice president, SportsChannel America. SportsChannel's operations in New York, Chicago, Philadelphia and New England "are or are on the cusp of making money," he said. "Now you're getting regular places where people look for sports. People see that as the future—sports on cable."

Sports is home video proof. "You can't go down to the home video store and rent tonight's Rangers game," said Marty Brooks, vice president, programing, Madison Square Garden Network.

The regional sports idea has been tied to cable for more than a decade. "A lot of people saw the potential for this type of success" with New York and Philadelphia, said Chestnut, but one of the early problems was that "the teams wanted too much money." Regional sports on cable has always been "good for the teams and good for the cable operators," said Chestnut. "Now it is becoming good for us." "It took a little longer for it to become a good business for us. There wasn't a road map to follow," he said.

Even SportsChannel found the hurdles higher than it first expected. "We have come to learn it is a three-to-five-year payoff," he said, "and we did not know that from day one."

Bill Aber, vice president and general manager of Home Team Sports, a Washington-Baltimore sports service, said HTS, which just passed one million subscribers, is a year away from profitability. The problems of the early 1980's he attributed to "bad business forecasting" that included "pie in the sky ideas, and very rapid returns on investment... We already knew it was probably five years," Aber said, "but we couldn't predict the slowness with which D.C. and Baltimore were cabled." The uncabled city cores were where the staunchest support for the local teams was concentrated.

Now there is a "second breadth of maturation," said Aber. There is much more realism on the part of teams, the operators and the networks, he said. HSE's Dick Barron, executive vice president, said the growth in sports services is "just a natural evolution of the business in areas where it made sense." Those with staying power are the operations that stay "lean and mean and don't overpay for rights," he said. HSE, although expanding today, at one time was retreating. It closed an operation in Pittsburgh several years ago and combined its Dallas and Houston services into one operation.

The basic versus pay conundrum

Most regional sports services are basic only or are a combination of basic and pay. In some markets, the sports service is on a pay tier at the core of the market, but on basic outside the core. And although the existing pay sports services continue to operate that way, the new services coming on line—the two in Florida and the proposed one in Denver—are basic services.

HSE executive vice president, Dick Barron, said HSE is a pay service within 90 miles of the base market and on basic systems farther out. The pay split with the operator is 50/50, he said, with a $2.50 minimum. About 80% of HSE's revenue comes from subscriber fees, and the other 20% from advertising. For the moment, Barron believes HSE can continue the dual basic/pay offering in Texas. "I think we can hold out," he said, but he predicts that services will be "looking at going all basic eventually." The teams are worried about the gate, he said, but contends that "the function of a full house is a winning team," not its cable rights setup.

SCA's Chestnut said the decision to go basic "is really a market by market question. Every market has a different set of conditions." But he said SportsChannel is "leaning toward basic because it takes longer to build a pay base." In Florida, SportsChannel is on basic, and after SC acquired Sportsvision in Chicago it converted it to basic. "We were looking at it being a pay channel and recognized that is was never going to work that way," he said. The decision was made "to make it basic and give access to everybody," he said.

"We are basic because we want to be," said Prime Ticket President Tony Acone. The goal is to reach the greatest percentage of the base, he said, then "convert subscribers into viewers." In essence, said Acone,

The Washington Capitals on Home Team Sports "you are shooting with a rifle after you've hit it all first with a shotgun."

Said MSG's Brooks: "We are a basic service. We feel the greatest distribution possible is in our best interests. Our birthright is basic."

Unlike other pay services, the pay sports services, like their basic brethren, carry advertising. And advertising, like the sports services themselves, is growing. The key to advertising, said Chestnut, is market size. SportsChannel is in good shape, having operations in three of the country's four largest DMA's. "New York is clearly the leader," he said. Still, he said, some advertisers "are slower in coming to the conclusion that regional sports is a viable advertising vehicle."

Robert Fennimore, president of Rainbow Advertising Sales Corp., which handles advertising for SportsChannel's regional services, said advertising will be up 43% for all five networks, and 36% in New York. The list of advertisers has expanded, he said, and "our renewal rate is incredible," between 85% and 90%. "Each year the uphill run becomes a little flatter," he said. "The product is finally accepted," he said, and that is "contagious within ad agencies...Advertisers realize this product we deliver is a great product."

HTS's Aber said he is 100% sold out for major events. But he is cautious about too much advertising on a pay channel. "You ought to limit it since people are paying," he said. On the other hand, the natural breaks in sporting events are tailor-made for commercials, and sports service operators report that viewers are used to seeing commercials in sporting events. The advertisements follow the flow of the game, said Barron. "We don't create breaks to make money."

Aber said local ad sales on HTS will be up 100% over the year earlier. "You have a very, very efficient audience sitting at home," he said. Barron describes the typical viewer as upscale, high income, with lots of education and viewer loyalty to several games a week at a several-hour stretch.

Although the only ratings sports services have are the telephone coincidentals many periodically gather, Aber noted a different ratings criteria. Every 30 days, the viewers make the judgment to retain the service when they pay the cable bill. Churn, said Aber, seems to hit twice a year, at the beginning and end of the baseball season. It runs 6% to 7% at those times, and less than 5% at other times.

"Cable is getting stronger daily," said Bill Wischman, general manager of the Pro-Am Sports Service in Detroit, and the advertising has come around. "We were low on the totem pole," he said, but now "we're selling out, which we never did before." Sports, he added, "is probably your best seller anyway."

What regional sports bring to advertisers, instead of ratings, is "a lot of potential, and feeling for the actual event," said Prime Ticket's Acone. That the teams have already appeared on broadcast TV gives an advertiser a yardstick. "They realize we're not sitting here with Nielsen numbers...but they know the position and placement [of the events] in the marketplace," said Acone. He said advertising on PT has increased each year, but gave no details. He said Prime Ticket is "moving aggressively into research" to gauge subscriber viewership.

Sports channel scorecard

Service	Subscribers
Madison Square Garden Net.	2,400,000
Prime Ticket	2,300,000
Sunshine Network	1,900,00
SportsVision Chicago	1,400,000
Sportschannel New York	1,200,00
Home Team Sports	1,080,000
Sportschannel New England	952,000
Pirates on Cable	925,000
Home Sports Entertainment	850,000
Pro-Am Sport Systems	505,000
Prism	430,000
Sportschannel Florida	400,000
New England Sports Network	275,875
Z Channel	110,000

The shared programing connection

The growing use of shared sporting events is adding to the quality of programing on regional sports. The best test of that approach will come this winter, when SportsChannel America will launch with the NHL as its keystone package. SCA will carry 250 live major events a year. There will be 50 NHL games, two each week, plus the All Star game and coverage of the Stanley Cup playoff series, which could mean another 36 or 37 games. Those games will be supplemented with college football and basketball (Notre Dame and several Florida schools), and tennis and boxing. SC's *Sports Nightly* news show, hosted by Lee Zeidman, will be expanded to include other hosts and more sports information.

Operators will be able to pick up two to three nights of SCA programing for nothing ("Closed Circuit," Aug. 15) from Oct. 6 through December. The full, seven-day-a-week schedule will begin in January 1989. SCA hopes to have 10 million subscribers on line this fall (the SportsChannel services combined reach nearly five million) and 30 million by the end of the three-year NHL contract.

But the reaction from other regional sports outfits has been guarded. "How much more hockey can we have?" asked HTS's Aber. HTS will carry 80 games of the NBA Bullets and NHL Capitals this winter, along with college basketball. There are not 50 nights available on HTS's schedule for that many NHL games, HTS said.

HSE's Barron is also concerned that a national hockey package won't work as well as regional sports. "What makes us successful is the regionality of what we do," he said. "It's a bold stroke on Dolan's part," Barron said, but "it's a lot of money." Still, HSE's corporate parent owns the New Jersey Devils, and although there are no hockey franchises in Texas, Barron said he does have room on his schedule to carry some games.

SportsChannel America's Chestnut agreed that regionality is the key. "Once the regionals understand the flexibility with the NHL, that argument [that national games won't be of interest to local fans] goes away," he said. SCA will have the pick of any game on the schedule, so regional services can tailor their selections as much as possible and provide viewers with live games versus taped programing, said Chestnut.

A SCA Major League Baseball package, if it were a successful bidder, would follow the same formula, he said. "Our approach would be to break down a national package into a regional component," said Chestnut, as the networks now approach NFL coverage.

The ad hoc group of sports services, primarily nonSportsChannel services, are also looking to share events. MSG's Brooks said: "Our primary focus is regional sports, but we couldn't fill every hour of events with just regional networks." The goal of the ad hoc group, he said, "is to get quality first-run sports programing."

While networks are looking for better programing, and a way to share programing costs, they are also looking to expand into other markets. SportsChannel, with its hockey package in hand, is the most obvious.

Dolan, general partner of Cablevision Systems, SportsChannel's parent, said Cleveland and Minneapolis were two markets into which SportsChannel may venture. "We think Ohio is ready for a regional sports service," he said. But "it takes a lot of organizing to get it ready...We're talking to the teams and hope we can come up with a plan," he said. Minneapolis is one of two NHL markets without a regional sports service. And the ownership of the Minnesota North Stars (NHL) and the Cleveland Cavaliers (NBA) is the same, said Dolan.

San Francisco and the Pacific Northwest are two areas where "we are not actively involved," Chestnut said, but added that SCA is "delighted to see other people breaking fertile ground" in organizing sports services. Whether SCA is a service owner or a program supplier, said Chestnut, it is a win-win situation for the company. Five years out, he predicted there would 25 to 30 markets where regional sports services would be in place.

SportsChannel also considered adding services in Chicago and Philadelphia. Plans for a second service in Philadelphia have been put on hold, said Chestnut, pending greater available of games from the professional teams. In Chicago, Chestnut said, "we're looking at SCA combining to strengthen SportsVision."

Home Sports Entertainment has also expanded its horizons, being the managing partner in the Sunshine Network and taking a piece of the Denver-area sports service that will launch next November. "We're looking at any region that makes sense," said HSE's Barron. What makes sense are markets that "have the teams, have the product and have the number of homes," he said.

There is also the beginning of regional sporting events on pay per view. Barron said

HSE has used PPV for some college football and Dallas Mavericks playoff games. The reason is simple: "You try to maximize your revenue off your product."

Barron will sell to both cable systems and TVRO owners. He said Texas has 22% of the country's dishes, or about 400,000. "It's a nice little business all by itself," he said.

Prime Ticket's Acone is also bullish on PPV. "Somewhere out in the future is a very, very strong PPV business," he said. And he sees developing from a basic service, more so than a pay sevice. PT promoted the Mike Tyson-Michael Spinks fight very heavily, Acone said. "It was logical to promote to an everyday sports channel." That promotion can "uptick the value of PT for the operator" by driving up buy rates and making PT a key affiliate and part of the cable operator's core business, Acone said.

Chestnut said PPV is something SportsChannel has looked at, and was under consideration for a time as a second service in Chicago.

Intermarket competition

Regional sports services have grown to the point that this year the number of markets where two competing services are going head to head has doubled from two to four. In New York, SportsChannel and Madison Square Garden Network do battle. In Boston, there is SportsChannel New England and the New England Sports Network (owned partly by the Boston Red Sox and Boston Bruins). This year, Florida and Los Angeles joined the two-sports-services list.

"Some markets can handle two services at the same time," said Chestnut, citing New York, where there are seven professional sports teams. But in Florida, said Chestnut, "the competitive element is robbing subscribers of programing."

"We are making money," said Marty Brooks, vice president, programing, MSG, whose key is the Knicks and Rangers games on the service. MSG and those two sports teams are owned by Gulf + Western. In Florida, the two basic regional sports services contest is keyed on distribution. The Sunshine Network, owned by 11 MSO's, has 1.9 million subscribers and is a state public affairs service by day and sports on evenings and weekends. HSE is the managing partner and helped by them, Sunshine will carry 108 Major League Baseball games this year, plus other local college sporting events, including football of Florida State, considered a top 10 power this year.

SportsChannel will claim about 400,000 subscribers, once several deals come through, including Paragon Cable, which will account for 210,000 subscribers. Paragon is an owner in Sunshine but conducted a survey among subscribers in its operating areas and they preferred SportsChannel programing. That includes MLB's Yankess, Mets and White Sox, the NBA expansion Miami Heat, the NHL plus other events from SportsChannel's four other services.

"We're definitely not where we want to be, but we have come a long way," said Rod Mickler, SportsChannel vice president of marketing. He said the service will not go away, but admitted that the growth has been "a lot slower than we hoped for." Mickler said talks have picked up with some operators and he hopes the Heat and the NHL package will draw in some operators. The number of northern transplants among Florida residents provides a base for hockey interest in Florida, he said.

Although some industry observers believe SportsChannel has the stronger schedule, Dave Almstead, general manager of Sunshine, disagrees. "Sunshine delivers product from every team in the state and the MLB teams," said Almstead, with the exception of the Heat. (Florida's other NBA expansion team, the Orlando Magic, will begin play next year and the rights to its games will pit the two sports against each other again.)

"We hang our hat on the pennant race," not on individual teams, said Almstead. Sunshine is carrying 25 MLB games in August and 26 in September. And Sunshine will carry 55 college football games this fall. "We're attempting to provide programing that appeals to all," he said, of the broad cross-section in that schedule.

For most cable operators it is a matter of one or the other. Since the per-sub fees are nearly identical—Sunshine charges 20 cents, while SportsChannel charges 22 cents—and the programing is relatively comparable, the issue is distribution. Almstead said Sunshine is interested in the NHL but admits "it will probably not be made available to us." But, he said, "nearly two million households is a hard thing to overlook." Sunshine will carry 20 to 25 college hockey games this year, he said.

Although it would appear that the regional sports service concept has arrived, Chestnut believes further shakeouts may be in the offing. "We're in a transition period," he said, "as sports moves from networks to cable. Cable has proven increasingly it can handle sports better than the networks." Chestnut believes that the five or six cable sports entities that can vie for national rights may be down to two or three in a few years.

But that sword could cut both ways. Aber worries about what more MLB games would do to HTS. "More games impact me negatively," he said, because he is already carrying 90 Baltimore Oriole games. His concern is that "in the quest to get national money, that they [the leagues] don't step all over us [the regional sports networks] in the process."

Although the dilution of product is a concern, regionals without competition in their markets are primarily insulated from losing programing. Tomorrow's success, said HSE's Barron, is linked to sticking with what has got them here: "Our future is to stay with programing on a regional basis." ☐

By Matt Stump

Unscrambling PPV options

System operators face a growing number of choices when adding pay per view, including addressable systems of widely varying cost

Cable systems planning to install pay per view face a number of questions when deciding which addressable system to buy. What will installation cost? Will it increase the buy rate? Will it interface with the billing computer? Will it employ a bank of telephone operators and require dozens of telephone lines?

Many cable operators are finding that those problems are best solved by the current automatic number identification (ANI) technology. Low installation costs and user-friendly aspects make it an attractive alternative. But others believe the future lies with interactive technologies that do not require customers to pick up a telephone to place their orders.

As of Jan. 31, statistics compiled by Paul Kagan Associates, Carmel, Calif., show 5.2 million homes in the U.S. are capable of picking up pay-per-view programing, which is delivered through 240 cable systems. A June Kagan survey found that 60,222 PPV homes are equipped with some form of impulse, interactive box. The Kagan surveys, however, did not break the figures down according to the number of homes with telephone ordering systems, such as ANI or automatic response unit (ARU).

Request TV, New York, which delivers pay-per-view events to cable systems serving 2.8 million homes, estimates that 16% of those homes are served by ANI systems, 20% by ARU/customer service representative (CSR) systems, 46% by straight CSR and 18% by the impulse technologies. The fastest growing technologies, Request's Tina Clark said, are ANI and impulse. Evidence of that, she said, is the fact that Request-2, Request TV's new pay-per-view service, is being introduced by either ANI or impulse by 52% of systems.

As the Request numbers reflect, there are four general pay-per-view delivery methods and many systems continue to use CSR, the earliest-developed and simplest form of addressable technologically. In this system, customer service representatives take orders for programs over telephones. The orders are then manually programed into the computer managing the addressable boxes. CSR's drawback is the expense of maintaining several telephone lines and a staff of operators to take the calls. Because many pay-per-view customers tend to order just before an event, CSR systems are often overloaded before popular offerings.

As an alternative, some cable systems

for 15 years before leaving a year ago for Young & Rubicam where he headed the agency's corporate relations department) at a time when the network's entire promotion effort has come under intense criticism from its television affiliates. At their annual gathering in June, affiliates complained the network's promotion effort was totally ineffective. The network announced at the meeting that department head Warren Spellman would be replaced by Michael Mischler, who is wrapping up affairs at King World and is expected take on his new post at CBS as vice president, promotion, shortly.

Both Schweitzer and CBS Broadcast Group President Howard Stringer met with the network's West Coast promotion unit of about 30 staffers to voice support and talk strategy last week. While Mischler will be free to put together his own team, Schweitzer said last week there would no cutback in the department. "If anything we'll expand it," he said. He added that for the first time at CBS, both the press and advertising-promotion functions will be reporting to the top communications executive and there will a "consolidated strategic effort" between the two areas.

Schweitzer said CBS's new fall campaign would promote the first seven weeks—which will combine returning series repeats with fresh long-form product and some short-flight original series (BROADCASTING, Aug. 15)—separately from the delayed new season. The network is essentially offering female-targeted counterprograming during the first seven weeks. "Tactically," he said, the initial approach "will be like retail advertising, telling the viewer, what, where and when. It will be creative but there will be no big wrapper" packaging that part of the campaign.

Toward the end of the initial phase, Schweitzer said, CBS will launch a cross-promotion blitz, designed to increase circulation among several shows that demonstrated hit potential last season, including *Beauty and the Beast*, *Wiseguy* and *Tour of Duty*. "We'll take a look at the CBS cumulative audience," he explained, and target for cross promotion programs such as news shows, with lighter television users. The cross promotion will try to persuade such viewers to sample programs in prime time.

ABC has two substantial special events with which to promote new series this fall—the 32-hour mini-series, *War and Remembrance* (18 hours of which will air in November, with the balance airing next year), and coverage of the Major League Baseball playoffs. However, the network will not be able to take full advantage of *War and Remembrance* as a promotional vehicle because of some severe restrictions Herman Wouk has placed on the network's ability to promote its new season in the program.

In fact, at Wouk's insistence, no program promos will appear in the body of the program. He has allowed ABC to air a 30-second promo at the beginning of each of the seven episodes that will air this fall, and a 90-second promo to air at the end of each episode. That amounts to 14 minutes of promotion time that ABC has in its best promotion vehicle of the new season, which is about a 10th of the time NBC will use promoting programs in the Olympics.

Mark Zakarin, vice president of marketing, ABC Entertainment, describes this season's network promotional effort as a "uniquely chaotic situation." As to the restrictions on promoting the new schedule in the mini-series, Zakarin acknowledged they are "unfortunate." No doubt, the network will have to spend more on paid advertising to generate awareness of the new season (in print radio and cable), he added. But *War and Remembrance* remains "a very important on-air platform."

Zakarin said it was essential that affiliates carry those promotional spots in their entirity, and not use the time to tease the late news. "This is crucial for developing awareness of the fall season and building momentum for ABC," he said. The spots, he said, will have a "campaign feel," but he declined elaborate.

As for the mini-series itself, Zarkarin said he is looking at some novel ways of promoting it. He said it was premature to discuss those approaches. However, other sources at the network reported that in early September ABC will run print ads alerting viewers to "three special sneak previews of a landmark event in the history of television." Then, on the September 5 half-time edition of *Monday Night Football* and the following day on *Good Morning America* and at the end of *General Hospital*, two-minute teaser clips from the mini-series will be aired.

During the Olympics, while CBS is going for women, ABC is going stictly for laughs. For the entire Olympic period, Sept. 15-Oct. 2, ABC will package prime time as the *ABC Comedy Decathalon*, featuring prime time strips of the networks more popular comedies from 8 p.m. to 9 p.m., followed by comedy specials and movies from 9 p.m. to 11 p.m.

Humor will be the theme of the promotion also, said Zakarin. As an example, he said one spot promoting the *Comedy Decathalon* will feature Rodney Dangerfield's face superimposed on the body of an Olympic gymnast. "We will be brash without showing any disrespect," for the Olympic movement, said Zakarin. The strips and specials have been formatted to allow viewers "to get in and out of the schedule quickly" as they switch in and out of the Olympic coverage.

ABC will use the baseball playoffs to promote male-skewing shows, such as *McGyver*, and to some extent a batch of new and returning comedies that will debut shortly after the playoffs end: *Perfect Strangers*, *Full House* and *Mr. Belvedere* (Oct. 14); *Who's the Boss?* and *Roseanne* (Oct. 18), and *Growing Pains* and *Head of the Class* (Oct. 19). Also last week, ABC said the series remake of *Mission: Impossible* will debut Oct. 23. A rebroadcast of the mini-series *North and South* will be "our female vehicle," said Zakarin. Patrick Swayze and Kirstie Alley have emerged as stars since the first airing of the show in 1985-86, and will be used to promote the rebroadcast. □

NBC takes summer's 16th week

NBC took the 16th week of the summer season (ended Aug. 14) with an 11.5 rating and a 22 share. CBS came in second with a 10.5/20, while ABC had a 9.4/18. In the evening news race, both CBS and ABC tied for first place with an 8.8/19. NBC closed just behind, with an 8.6/17.

The combined network rating/share for the week was a 31.4/60.

Nielsen		Net	
1.	18.1/34	N	Cheers
2.	17.5/35	N	Cosby Show
3.	17.4/33	N	Different World
4.	17.2/31	N	Night Court
5.	16.6/35	C	60 Minutes
6.	16.3/32	C	Murder, She Wrote
7.	15.4/30	N	L.A. Law
8.	15.3/29	A	Full House, Tues.
9.	15.2/27	C	Circus of the Stars
10.	15.2/27	N	NBC Monday Movie
11.	15.0/31	N	Hunter
12.	14.6/26	N	NBC Sunday Movie
13.	14.6/27	N	ALF
14.	14.5/29	A	Who's the Boss?
15.	14.3/30	N	Golden Girls
16.	13.9/27	A	Head of the Class
17.	13.7/25	C	CBS Sunday Movie
18.	13.1/26	N	Amen
19.	12.8/26	A	Growing Pains
20.	12.5/24	C	Wiseguy
21.	11.9/24	A	20/20
22.	11.1/20	A	ABC Monday Movie
23.	10.6/20	A	Hooperman
24.	10.3/21	A	Mr. Belvedere
25.	10.3/21	C	Jake and the Fatman
26.	10.2/18	A	ABC Sunday Movie
27.	10.2/18	A	Moonlighting
28.	9.9/21	A	Full House
29.	9.8/19	N	Major League Baseball, Tues.
30.	9.8/21	N	Cheech Show
31.	9.7/20	C	CBS Friday Movie
32.	9.6/17	C	Memories Then and Now
33.	9.5/22	N	Facts of Life
34.	9.4/17	A	Thirtysomething
35.	9.4/19	A	I Married Dora
36.	9.3/18	A	Spenser: For Hire
37.	9.3/17	N	Funny People
38.	8.9/16	C	Magnum, P.I.
39.	8.8/17	C	48 Hours
40.	8.6/17	C	Newhart
41.	8.5/16	N	My Two Dads
42.	8.3/15	A	Slap Maxwell Story
43.	8.3/16	N	Miami Vice
44.	8.2/15	C	Simon and Simon
45.	8.0/18	A	Perfect Strangers
46.	8.0/16	N	Family Ties
47.	7.9/15	C	Cagney and Lacey
48.	7.8/18	C	How B. Bunny Won the West
49.	7.7/15	A	ABC Thursday Movie
50.	7.6/16	C	Tour of Duty
51.	7.6/17	N	Best of TV Bloopers
52.	7.5/14	C	Cavanaughs
53.	7.4/14	N	St. Elsewhere
54.	7.3/16	A	NFL Pre-season Football
55.	7.1/14	N	Blacke's Magic
56.	6.6/13	A	MacGyver
57.	6.4/12	A	Hothouse
58.	6.4/13	C	CBS Summer Playhouse
59.	6.1/14	C	Kate and Allie
60.	6.1/12	C	Frank's Place
61.	6.0/13	N	Rags to Riches
62.	5.9/12	N	J.J. Starbuck
63.	5.2/11	A	Disney Sunday Movie
64.	4.5/9	C	Pre-Republican Convention

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Cable TV's big spenders. The following is a ranking of the top 10 advertisers on major cable networks (by size of subscriber base) for the first quarter of 1988, according to Arbitron's Broadcast Advertisers Reports.

	First quarter 1988	First quarter 1987	% change
1. Procter & Gamble	$6,765,584	5,174,055	+31
2. Time Inc.	5,848,177	5,321,821	+10
3. General Mills	4,688,460	3,654,724	+28
4. Philip Morris	4,351,793	5,427,642	-20
5. Anheuser-Busch	3,992,308	4,283,601	-7
6. RJR Nabisco	3,308,468	3,746,217	-12
7. Eastman Kodak*	2,991,527	99,805	+300
8. Mars Inc.	2,792,684	5,744,355	-51
9. Chrysler Corp.	2,605,645	924,247	+282
10. Am. Home Products	2,125,712	1,837,816	+16

* Includes Sterling Drug

Lawyers via cable

The Cable Value Network announced it will provide legal advice through Hyatt Legal Services on its home shopping service. Joel Hyatt, founder and senior partner in the firm, has been a well known fixture in television commercials promoting Hyatt services and will dispense direct legal advice on television for the first time, the parties said.

Subscribers who join the LawPlan pay $119 per year and will have access to a number of services of local Hyatt offices. Those services include "unlimited in-person and telephone consultations on virtually any personal legal matter," preparation of wills, documents, deeds, notes and powers of attorney. The fee also covers a quarterly newsletter distributed by Hyatt.

Subscribers can purchase Hyatt services using CVN's credit card or other major credit cards.

Restrictions in several states—Florida, New Jersey, Nevada, Mississippi, Iowa and South Carolina—will prevent CVN from marketing Hyatt services there. Those states account for 2.6 million of CVN's 20 million homes. There are 182 Hyatt offices in 22 states and the District of Columbia.

Joel Hyatt will premiere LawPlan on Sept. 9. CVN will repeat the program once a day, at a minimum, with the ultimate frequency yet to be determined.

CATA spotlight

Telephone companies, the broadcast networks and an inside look at the cable industry will be the topics of the next three Community Antenna Television Association open forums at regional trade shows this fall.

At the Eastern Cable Show in Atlanta Sept. 7, CATA President Steve Effros will interview Tom Robak, who will be building the cable system in Cerritos, Calif., on which GTE will sublease space to provide cable service; Greg Kriser, Helicon Corp., the cable operator in Perryopolis, Pa., through which Bell Atlantic will test fiber optic cable and telephone service, and John Wilbur Hicks, of Applied Fiber Optics.

At the Atlantic show on Oct. 5, CATA will hold an open forum discussion with Tom Rogers, president of NBC Cable, and Michael Eskridge, president of NBC's new Consumer News and Business Channel cable service.

And Trygve Myhren, departing president of American Television & Communications, will headline the CATA forum at the Mid-America Show in Kansas City, Mo., Oct. 18.

Toe tapping for Tutu

Showtime will have live coverage of the Bishop Tutu World Peace Concert from Los Angeles Sept. 10. The 12-hour concert will feature about 70 musical acts and raise funds for various projects supported by South African Archbishop Desmond Tutu. The pay service will present the final three-and-a-half hours of the concert live and replay the entire 12 hours the following day, Sunday, Sept. 11. LBS has the domestic syndication and worldwide home video rights to the event and will offer a two-hour version in domestic syndication that will be available starting Oct. 24.

Bravo back

The Bravo cable network will move back its start time from 7:30 p.m. to 7:55 p.m. beginning Sept. 1. The network had moved to the earlier start time in July, replacing a Chyron-graphic block between 7:30 p.m. and 8 p.m. with regular programing. But the move caused confusion among system operators, some of whom were unable to pick up the feed until 8 p.m. Bravo will now revert to a pre-July schedule, where a preview and calendar appear at 7:55 p.m. and programing begins at 8 p.m. Bravo runs until 6 a.m.

Drive time

Viewer's Choice said 1,000 viewers took advantage of a toll-free number during its pay-per-view carriage of the Pocono 500 auto race to ask questions of drivers and pit crew members during the race. The call-in feature was a first for Viewer's Choice. The event was carried by more than 400 cable systems reaching six million homes.

Viewer preference

The Long Island Coalition for Fair Broadcasting has released a study showing that Long Island residents give poor marks to New York television stations for their coverage of the island, while Cablevision Systems' *News 12* received higher marks for local coverage. In a survey of 150 people, 35% said the city stations did a "fair to poor" job of covering Long Island issues. Of 59% of the people familiar with *News 12*, 50% said its Long Island coverage was "good to excellent." Abby Kenigsberg, executive director of LICFB, said she hopes that study will move New York stations toward expanded coverage of Long Island news.

Check in hand. Dr. Herman James (center), president of Glassboro State College (N.J.), received a $10,000 check from New York Times Cable to help the school's journalism program. Presenting the check are David MacDonald (r), president of NYT Cable, and Bob Townsend (l), NYT vice president, sales and marketing. NYT serves 157,000 subscribers in southern New Jersey.

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Broadcasting Aug 29

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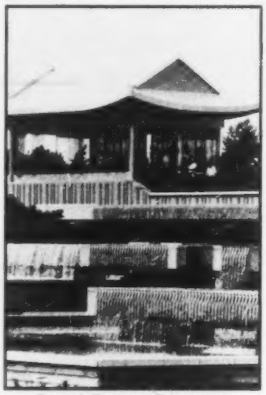
Vol. 115 No. 9

Broadcasting Aug 29

Frustrated chairman...

Politics and thinned ranks raise degree of difficulty in FCC Chairman Dennis Patrick's achieving his agenda. **PAGE 27.**

Summer in Seoul...


Seoul Sports Complex

Despite uncertainty caused by domestic and international political conflict in region, NBC's 19 broadcast days of summer Olympic games in South Korea are expected to be profitable. **PAGE 28.** Radio readies for XXIV Olympiad. **PAGE 29.**

Extra window...

Televentures's decision to sell additional window of its Pegasus movie package—which includes such films as "Peggy Sue Got Married," "Agnes of God" and "Blind Date"—to basic cable does not please some broadcasters. **PAGE 48.**

'Agnes of God'

31/*MOVING FAST*

NBC-TV plans to backhaul and distribute coverage of 1988 summer Olympics from South Korea, moving signals from Seoul to New York and out to American viewers "in less than a second," network says.

31/*READY TO SELL*

RKO to sell its Los Angeles and New York radio stations for about $140 million.

33/*STRATEGY SESSION*

Senior cable executives meeting in Chicago plan ways to strengthen spot cable business.

34/*STATUS QUO*

Makeup of key congressional committees that establish communications policy are not expected to change significantly after congressional elections this fall.

35/*JOURNALISM '88*

BROADCASTING's annual report on state of art of journalism focuses on such perennial issues as winning ratings battles, coming up with new programing and bottom line. Added to this election year's list of subjects covered: mandate of TV news, cable news operations and latest entry in TV's informational programs: reality-based shows.

50/*HOMEWARD BOUND*

According to some radio broadcasters, successful stations in 1990's will be those concentrating now on local sales training.

56/*SUIT SETTLED*

Cable franchise applicant to be paid $13.5 million by city of Sacramento and Scripps Howard.

59/*PAY AS YOU GO*

Cablevision Systems offers subscribers in Brooklyn and the Bronx, N.Y., pay services on stand-alone basis, without basic cable.

63/*IMAGINABLE*

Robert Harris, president of MCA Television Group, joins Imagine Films Entertainment as president, motion pictures and television.

65/*GOING OUT OF BUSINESS SALE*

Jack Kent Cooke puts all his cable systems up for sale; price could exceed $1.5 billion.

87/*PROLIFIC PRODUCER*

Since first heading to Hollywood in 1955, Fries Entertainment Inc.'s Chuck Fries has become one of industry's most prolific long-form television producers, with more than 100 made-for-TV movies to his credit.

89/*BARTER BARRIER*

Advertiser Syndicated Television Association (ASTA) says that barter syndication market will reach $1-billion mark in 1988, one year ahead of projections.

32/*MEDIA RAPPED BY PUBLIC*

Times Mirror survey shows majority of public thinks coverage of Dan Quayle is unfair and too much.

Quayle meets the press

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

suit charging that directors failed to consider other offers and obtain best price for shares. Chris-Craft Industries has also filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner issued statement saying that it complied with shareholder agreement by seeking to place stations in irrevocable trust, instructing trustee to sell stations. Definitive merger agreement was signed May 17. Lorimar shareholders meeting to approve merger is tentatively planned for late September. ¶ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). UACI stockholders would exchange shares one-for-one for shares of UAE. UCT stockholders have option to receive either $35 cash or one share of UAE with right to put that stock to Tele-Communications Inc., "...at 90% of its then value determined on a going concern basis or liquidation basis, whichever would yield the greater value." Agreement ended TCI's standstill agreement with UCT and allowed TCI to expand UCT ownership beyond 23% stake in March to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Proxy is under review at SEC, and is expected to go to shareholders in mid-September. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Plan was amended in July with Comcast purchasing 50%, TCI purchasing 35% and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, getting remaining 15%. Consideration includes assumption of debt, expected to be $2 billion at time of closing. SCI stock and warrants will be purchased from KKR for $1.55 billion, subject to adjustment, with buyers obtaining access to $800 million in SCI cash and marketable securities, plus ability to draw on $500 million bank revolving credit. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. On July 26, SCI received comments of SEC on consent solicitation of SCI debt holders. Hart-Scott-Rodino review period has expired and transaction is expected to close in early fall. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

Must Carry

Fate of must carry is now in hands of Congress. Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It has queried systems and broadcasters on effect elimination of must-carry rules has had on broadcasters. Results are due Sept. 1. Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry. To support argument, it surveyed broadcasters and found, of 259 responding, around 50 that are not being carried on at least one cable system that would have had to carry them under must-carry rules. National Cable Television Association is also conducting survey, but results are not expected until early fall.

Network Rules

FCC's network rules—adopted over years to limit power of neworks over affiliates, program suppliers and other media—are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

FCC initiatives are taking place as networks prepare to sit down with Hollywood studios and reconsider financial interest and syndication rules, which limit networks' ownership interest in network programing and in syndication of programing after its network run (BROADCASTING, July 4). Meetings at "relatively high level" are expected to begin in six weeks (BROADCASTING, Aug. 15).

With some prompting by networks, FCC tried to eliminate rules in early 1980's, but Congress and President Reagan quashed effort. FCC will wait for affected industries to reach compromise before it takes up issue again.

Public Broadcasting

■ Senate 1991-1993 CPB reauthorization bill, S. 2114, and companion House bill, H. 4118, both of which passed through committee in late July, had still not come to floor votes before late summer congressional recess. Amendments to Senate bill would shift 80% of CPB national program funding directly to public stations; codify division of federal money between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989, all other measures would go into effect in FY 1990.

CPB has called Senate amendments "attack" on its mandate and have charged that, with all national programing in station hands, several established series may go on "endangered species list." CPB board had recently adopted package of resolutions that, in future budgets, would "focus CPB's resources on limited number of higher priority issues," with "measurable" contribution to programing as single criterion for each budget decision. PBS and National Association of Public Television Stations support amendments, saying stations already prove ability and willingness to support national schedule.

House version contains language creating new program fund specifically to support independent productions and to "expand diversity and innovativeness of programing." Other House amendment would direct CPB to appoint separate overall programing review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

Each bill authorizes CPB $304 million in 1991, $345 million in 1992, $404 million in 1993 and $200 million over those three years for replacement of satellite interconnection system due to expire in 1991. Administration has recommended freeze at 1988 level, $214 million.

Results of Senate and House conference on 1991 CPB appropriations—$242,060,000 to CPB with additional $56,810,000 earmarked for replacement of satellite interconnection system—also had not been voted on before recess.

PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage of prime time schedule to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last month. PBS would like to expedite Station Program Cooperative process, in part by gaining authority to negotiate with producers and to strengthen link between national programing decisions and PBS schedule needs.

PBS
AUCTION
"TELETHON"
PBS
NAPTS

NPR board, meeting July 13-14, adopted procedures for mainstreaming new programs into stations' dues structure. "Unbundled" performance and news packages of NPR programing will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of over 20%. NPR this month launched *Latin File*, 14-minute, daily Hispanic news service in English.

Syndex

FCC has received petitions to reconsider, in whole or part, new syndicated exclusivity rules adopted at May 18 meeting. Rules, which empower television stations to enforce exclusivity of their syndicated programing against cable systems, are tentatively set to take effect Aug. 18, 1989. To mitigate impact of rules, FCC adopted one-year transition period.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programing on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programing on signals duplicates that on local television stations. Under syndex rules, stations can force cable systems to delete duplicative programing.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programing, but said benefits outweigh costs.

TV Stereo

Starting in fall 1988, CBS-TV will transmit all programing in stereo—network has been averaging about two hours per month of stereo programing. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, has been broadcast in stereo. Along with late-night programing and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programing services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programing services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programing. ■

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said Bill Franks, program director, KRBK-TV Sacramento, Calif., "but because our library is relatively lean, we're still interested." KRBK-TV made a counteroffer to Televentures for the package after Televentures' initial asking price, and Franks says that the "two figures were pretty far apart. [The basic window] obviously dilutes the product, and that played a part in our counter offer."

"We have not considered selling a basic cable window on any of our packages at this point," said Larry Hutchings, senior vice president, Orion Television Syndication. Orion currently distributes Orion IV, a 22-movie package that includes "No Way Out," "Throw Momma From the Train" and "Robocop." "We have a traditional pay window, an ad-hoc or network window, a second pay window, and then a syndication window," he said. The reason that Orion hasn't marketed any of their packages in similar fashion, said Hutchings, "is because we've always had a second pay window." Hutchings also said that in the future, forfeiting a pay window for one on basic may be a more profitable move for packages. "As each month and year goes by, they are reaching higher and higher for good product," he said. For the present, however, Hutchings said that the broadcasters' concern about the basic window was reflected in the prices that Televentures was receiving for Pegasus. "The Pegasus is not achieving real high prices and I think part of it is that they sold to basic cable." Hutchings said that he would be watching the package's progress, with an eye on how the movies in the basic window affect the eventual syndication ratings. "My feeling is that it won't have much; it won't be any different than a second HBO window would cause." □

USA outlines fall schedule

Advertising community gets look at mix of off-network, made-for-cable, children's, sports and games shows

USA Network's 1988-1989 schedule, unveiled for the New York advertising community last week, is largely a blend of off-network reruns, repeating series with new episodes and the first in a proposed schedule of made-for-cable TV movies, along with other new sports, children's and game show programing.

Among the shows joining USA's schedule this year, in addition to NBC's *Miami Vice* and CBS's *Murder, She Wrote*, are an off-network series, *Diamonds*, and a former HBO series, *The Hitchhiker*. Repeats of first-run game show *High Rollers* will be added to the daytime schedule, as will two new animated offerings, while reruns of NBC's *Private Eye* and sitcoms *Bustin' Loose* and *Throb* will air on weekends.

The channel outlined two new projects for its original made-for-TV movie series, as well as monthly showcase movie presentations, new sports programing deals for tennis and college basketball coverage and scheduling for professional wrestling.

The cable service also said it plans a $50 million marketing and ad campaign to promote the new programing over the next two seasons, with spending largely in print, radio and local cable. Attempts to buy time inside *Vice* and *Murder* during the upcoming season on network affiliates in the top 20 markets were largely rejected by the stations, USA said.

The network, which with 45.2 million cable homes is the country's fourth largest cable service, is launching the new schedule and promotion as the first step in a $250 million campaign for exclusive and original programing announced earlier this year.

In a press briefing, USA Network President and Chief Executive Officer Kay Koplovitz predicted basic channels, hers among them, stood to gain as much as 50% in prime time ratings this fall because of the extended rollout of strike-affected schedules at the three major networks.

Koplovitz also said the channel is 40% ahead of last year in advertising sales and is already 85%-90% sold for fourth-quarter prime time. Helping the channel, she said, is USA's delivery of 45% of cable homes on channels 2-13, compared to the 30% delivered last year.

Among the original programing on the channel next season will be 13 new episodes of *Diamonds* to add to the 22 existing episodes of the CBS late night series that originally aired last season. *Diamonds*, scheduled for Sundays at 9 p.m., will begin production on new episodes in October using the original cast.

USA has also reached an agreement with DIC Enterprises to produce an additional 26 episodes of *The Hitchhiker*, the former HBO series USA agreed to acquire last year. The channel will first air the 39 existing episodes in 1989, followed by the new episodes.

Additional new programing for returning series includes two first-run episodes of *Alfred Hitchcock Presents*, with USA promising more new episodes later this season, and 12 new episodes of the former HBO series, *The Ray Bradbury Theater*.

For its prime time schedule, beginning Oct. 3, USA will strip *Vice* at 7 p.m. throughout the week and *Murder* at 8 p.m. Monday-Friday. Movies will air at 9 p.m. on Monday, Wednesday and Friday, and with wrestling and boxing programing on Tuesday and Thursday at 9 p.m. *Vice* will also air at 11 p.m. Monday through Thursday, while *Murder* appears as well Sunday at 6 p.m.

The weekend prime time schedule is rounded out by a mystery movie on Saturday at 8 p.m.-10 p.m. followed by half-hours *Hitchcock* and *Bradbury*. Sundays at 8 p.m. will contain repeats of *The New Mike Hammer*, followed by *Diamonds* at 9 p.m. and former NBC series, *Private Eye*, at 10 p.m.

The new daytime schedule begins Sept. 19 with Orion game show, *High Rollers*, hosted by Wink Martindale, weekdays at 4 p.m., capping off a game-show block beginning at noon. The 185 *High Roller* episodes originally aired in first-run syndication during the 1987-88 season.

A one-and-a-half-hour cartoon block follows, with new entries, *She-Ra: Princess of Power* at 5:30 p.m. and *Fat Albert and the Cosby Kids* at 6, followed by *USA Cartoon Express* at 6:30.

Other returning series include game shows *Bumper Stumpers* and *Chain Reaction*, weekly Hollywood celebrity shows *Cover Story* and *Hollywood Insider*, and weekend shows *Night Flight* and *Dance*

It's NBC by a hair

One-tenth of a rating point kept NBC in the winner's circle for the week ended Aug. 21, the 18th week of the summer season. NBC finished the week with an 8.3/16 over CBS's 8.2/16. ABC finished the week with a 7.8/15.

Nielsen		Net	Show
1.	15.6/28	C	Murder, She Wrote
2.	15.6/33	C	60 Minutes
3.	15.3/29	N	Cosby Show
4.	15.1/31	N	Golden Girls
5.	14.8/26	C	CBS Sunday Movie
6.	14.4/26	N	Different World
7.	13.0/27	N	Amen
8.	12.7/27	N	Hunter
9.	11.6/20	A	ABC Sunday Movie
10.	11.6/23	N	227
11.	11.4/23	C	CBS Friday Movie
12.	10.9/21	N	Matlock
13.	10.8/21	N	ALF
14.	10.7/20	A	Full House, Tues.
15.	10.5/21*	A	20/20
16.	10.4/22	A	Full House
17.	10.2/21	A	Mr. Belvedere
18.	10.1/20	A	Who's the Boss?
19.	10.1/23	A	Perfect Strangers
20.	9.9/19	A	Head of the Class
21.	9.9/19	N	Hogan Family
22.	9.8/22	N	Facts of Life
23.	9.6/17	N	NBC Sunday Movie
24.	9.6/17	N	Family Ties
25.	9.5/19	A	Growing Pains
26.	9.2/18	A	I Married Dora
27.	8.6/19	C	Beauty and the Beast
28.	7.9/17	N	NFL Pre-season, Friday
29.	7.8/15	C	Jake and the [illegible]an
30.	7.7/15	A	Republican Convention, Thurs.
31.	7.2/13	A	MacGyver
32.	7.1/13	N	Republican Convention, Mon.
33.	7.0/13	A	Loner
34.	7.0/14	C	Newhart
35.	7.0/13	A	Republican Convention, Thurs.
36.	6.8/13	A	Spenser: For Hire
37.	6.8/13	N	Republican Convention, Mon.
38.	6.4/13	A	Republican Convention, Tues.
39.	6.4/12	A	Remo Williams
40.	6.3/13	A	Disney Sunday Movie
41.	6.3/16	C	NFL Preseason, Saturday
42.	6.2/13	A	Dakota's Way
43.	6.2/12	C	Republican Convention, Thurs.
44.	6.1/12	A	Republican Convention, Wed.
45.	6.0/12	C	Republican Convention, Mon.
46.	6.0/12	N	Republican Convention, Tues.
47.	6.0/12	N	Lovers, Partners and Spies
48.	5.8/11	C	Cavanaughs
49.	5.6/12	C	Tour of Duty
50.	5.3/12	A	Supercarrier
51.	5.3/11	C	Republican Convention, Wed.
52.	5.3/11	N	Rags to Riches
53.	5.3/11	N	Republican Convention, Wed.
54.	5.2/10	C	Republican Convention, Tues.
55.	5.0/11	C	CBS Summer Playhouse
56.	4.9/11	C	Frank's Place
57.	4.3/10	N	Sportsworld, 10th Anniversary

* Indicates premiere episode

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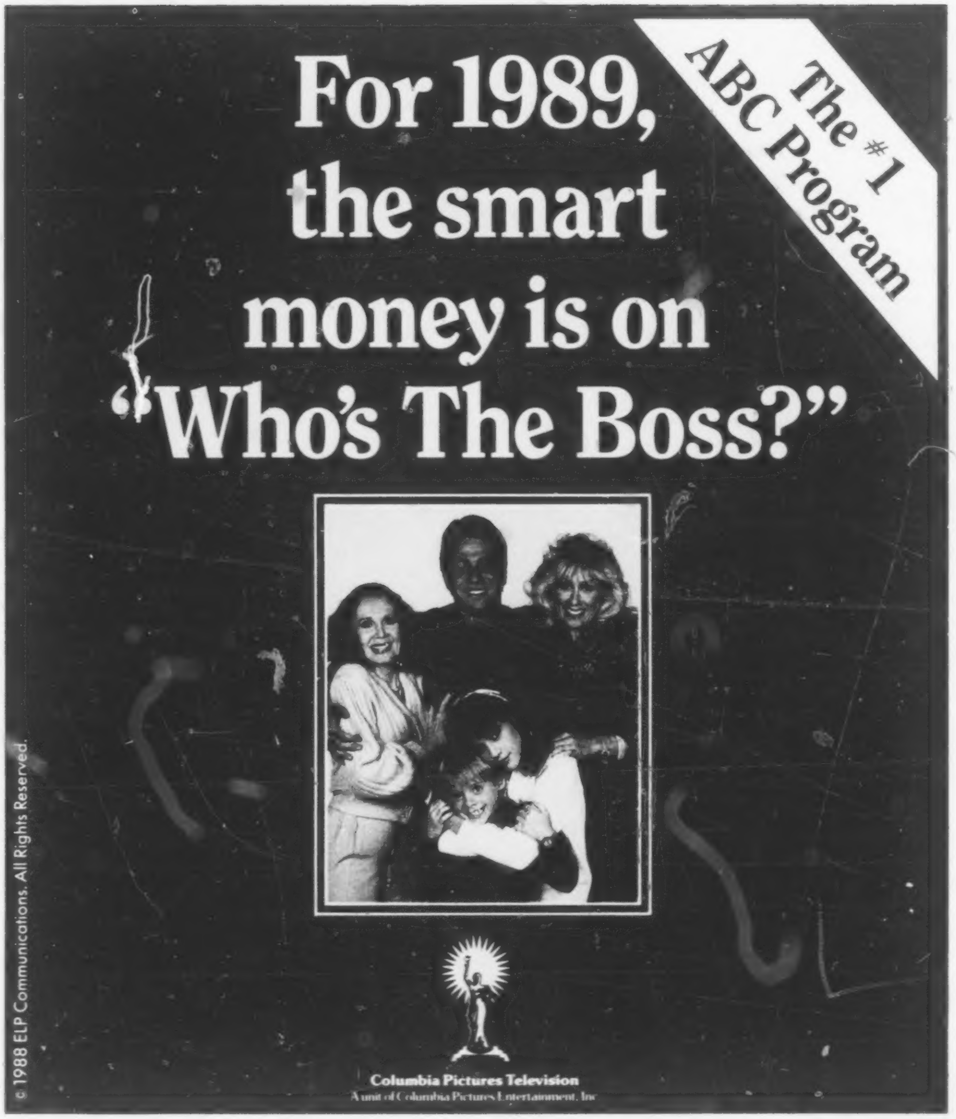
9/7/88

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 5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57th Year 1988

POLITICS'88

RADIO'88

Vol. 115 No. 10

Broadcasting Sep 5

They're off... Both Republican and Democratic presidential candidates are expected to start spending more than $30 million that each is said to have set aside for advertising. Although most of money is to be spent on television, radio stations hoping for more campaign dollars than they received in 1984. **PAGES 27, 29.**

he Republicans.

The Democrats.
For The Future.
Paid for by the Democratic National Committee

Post-must carry... FCC survey studying impact of loss of must-carry rules on broadcasting says that 31% of TV stations said they were dropped or denied carriage on cable systems. **PAGE 30.**

First draft... FCC makes "rough cut" at establishing ground rules and allocating spectrum for high-definition television service. **PAGE 32.**

38/LATE NIGHT VARIETY

Company of *Saturday Night Live* producer Lorne Michaels will produce *Michelob Presents Sunday Night*, variety show with mostly music, some stand-up comedy.

40/EASTERN SHOW

Among highlights of Eastern Cable Show, beginning in Atlanta Sept. 7: telephone company entry into cable business and application of fiber optic technology.

41/COUNTING CABLE

For first time, cable networks get access to overnight demographic information from peoplemeters. New data expected by some to boost cable advertising sales.

42/RAISING THE ISSUE

Warner Cable's proposal to carry Cleveland TV broadcast signal in Youngstown, substituting some spots with local avails and reimbursing Cleveland station with percentage of revenue, meets resistance.

44/NEW NETWORK

Group W Satellite Communications and Opryland USA Inc. plan launch of 24-hour country music network in early December called The Nashville Network Radio.

45/MORE FOR MORE

More people, exhibitors and hospitality suites are expected at National Association of Broadcasters' Radio '88 convention, which gets under way in Washington Sept. 14. Full agenda begins on page 46.

50/JOA WATCH

Detroit radio and television stations hope that would-be *Detroit News-Detroit Free Press* joint operating agreement will take effect and cause reallocation of advertising dollars.

53/SUBJECT TO CHANGE

Within past few months there have been changes testing network-affiliate relationship. Not all of them will necessarily weaken that bond.

35/FORTYSOMETHING

Fox Broadcasting Co. airs 40th annual Emmy Awards. Although network took home no awards—ABC won most of them—it did score 29% rating increase over last year.

64/REAGAN FANS?

In his book, *On Bended Knee the Press and the Reagan Presidency*, Mark Hertsgaard says Ronald Reagan has not so much been covered as fawned over by American press.

87/WINNING EDGE

Post-Newsweek Stations' Bill Ryan has brought competitiveness of professional sports to his broadcasting career, making sure things are run well and he remains challenged.

88/NUMBER CRUNCHING

Television Bureau of Advertising says commercial broadcast TV advertising totaled $11.8 billion in first half of 1988, increase of 7.9% over same period in 1987.

DEPARTMENTS

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit [2] Instructional TV fixed service [3] Studio-transmitter link.

Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

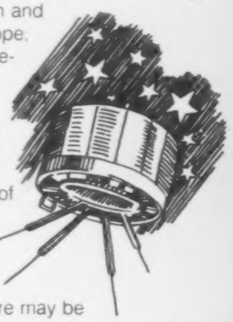
Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—See Network Rules.

Direct Broadcast Satellites

■ April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programing. Combination of Hughes's solid relations with major cable programers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer-market much larger than current two million backyard dish market. Already dominant mode of program distribution in Japan and moving fast in Europe, DBS will definitely become reality in U.S. in 1990's, Hughes has said. DBS plan will go to parent, General Motors, for go-ahead by end of year.



Next most viable competitor in race to provide first DBS service here may be GE Americom, also with long record of serving cable programers. With 60-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE is trying to bring together "business system," including programers and cable operators, to launch Satcom K-3 and K-4, to provide service to both cable industry and home dish owners, with cable likely retailers (BROADCASTING, July 18).

Hughes says such service would only be "interim" step toward its 200-watt service. However, programers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3, instead of waiting for Hughes to launch its DBS bird in 1992.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to an-

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sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Sept. 23-30—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 449-6600.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-27—*New Jersey Broadcasters Association* 42d annual convention. Bally's, Atlantic City, N.J. Information: Arnie Zucker, (201) 247-3337.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting, "NATOA '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean, Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

Sept. 26-27—Hispanic Media and Marketing Conference, sponsored by *Media Institute* and *Advertising Age.* Marriott Marquis, New York. Information: (212) 210-0209.

Sept. 27—*Association of National Advertisers* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon co-sponsored by *National Academy of Cable Programing* and *Museum of Broadcasting.* Panelists: Ted Turner, Turner Broadcasting System; Gerald Levin, Time Inc.; Charles Dolan, Cablevision Systems Corp., and Bernie Brillstein, Brillstein Co. Moderator: Bernard Shaw, CNN anchor. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

Sept. 27—Roast of Bill Daniels, Daniels & Associates, Denver, sponsored by *Women in Cable, Washington chapter.* Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

Sept. 27—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hilton Airport Plaza Inn, Kansas City, Mo.

Sept. 27—Ninth annual Midwest Radio Theater Workshop, sponsored by noncommercial KOPN(FM) and funded by *National Endowment for the Arts* and *Missouri Arts Council.* Columbia, Mo. Information: (314) 874-1139.

Sept. 27-28—"Forging a New Telecommunications Strategy: Choices for the Next Administration," sponsored by *Public Service Satellite Consortium's National Center for Telecommunications and Informa-*

continues on page 67.

Open Mike

In favor of fairness

EDITOR: The "Monday Memo" in the Aug. 22 issue prepared by Robert L. Fox [KVEN(AM)-KHAY(FM) Ventura, Calif.] didn't have much to do with the fairness doctrine but hid behind the "freedom of the press" notion that commercial broadcasters have somehow come to think applies to the publicly owned airwaves.

I would suggest that Mr. Fox and other opponents of the fairness doctrine are using the First Amendment and "freedom of the press" as a means of denying the public the use of their own airwaves for "freedom of speech."

The fairness doctrine charged all broadcasters with the responsibility of presenting all sides of issues of public importance. Without it the general public is reduced to doing what I'm doing right now, writing documents to editors or station managers, two of which gets one labeled a kook.

I found it interesting that Mr. Fox quoted Thomas Jefferson my hero, and a great populist, who would turn over in his grave if he knew his words were used to make a case for deprivation of free speech and opinion—*Bill Ahres, president, noncommercial KLRU-TV Austin, Tex.*

Dangerous precedent

EDITOR: Recently a House-Senate Conference Committee approved a bill establishing a commission that would impose labeling requirements on colorized or altered (whatever that means) films. Whether one is for or against coloring of black and white films or just doesn't care, this bill should be opposed.

To those of us who are concerned with the First Amendment—and BROADCASTING has been since its inception—this legislation represents a dangerous precedent, regardless of the intention of its sponsors. But as we know, most censors are "sincere"; they merely want to protect the public against pornography, obscenity or politically dangerous propaganda.

Broadcasters recognize the dangers of interference with their First Amendment rights, which they properly seek to have extended to radio and television. What puzzles me is not the support of a few broadcasters but the silence of the industry at large on this legislation. If they don't speak up on this flagrant violation of a basic constitutional right, can they expect support when they are the target of similar legislation?

Specifically, this bill establishes a *federal* agency to select up to 25 films a year that are considered classics and would require a disclaimer if colored or altered.

What would be our reaction if some federal agency were authorized to designate classic books, music, works of art, radio or TV shows? I suspect the intellectual community would be up in arms.

Broadcasters, where are you?—*Edward M. Cramer, attorney, New York.*

Fire addition

EDITOR: I wish to add something to an otherwise comprehensive report of the recent fire in New York's Empire State Building (BROADCASTING, Aug. 22).

The one TV station that transmits from the Empire State Building, WHSE (ch. 68), was knocked off the air for several days due to the fire.

The article also referred to two of the FM stations involved as WQXR-AM-FM and WNEW-AM-FM. Actually, no AM stations transmit from the Empire State Building—*Louis J. Sicilia, Guttenberg, N.J.*

Lowest unit charge: Back to square one

The question of what constitutes the lowest unit charge, for purposes of the law requiring such a charge for political candidates, has never been a simple one. It has not gotten easier since the FCC last month issued guidelines for calculating the charge (BROADCASTING, Aug. 8). The staff issued an interpretation of the notice, in hopes of making it clearer. The result was complaints from broadcasters and candidates. So now the staff has returned to where the commission was on the subject the day the notice was issued, Aug. 4.

Essentially, the notice said broadcasting stations and cable systems cannot charge political candidates more than they charge commercial advertisers for preemptible spots in the same daypart. The staff interpretation that caused the concern held that candidates seeking the lowest unit charge could only buy the least expensive spot in a daypart, a spot that was also the most vulnerable to preemption, at the time the buy was made.

So candidates complained. They wanted to pay more to obtain a spot less subject to preemption, and the staff listened. Now the staff, quoting the notice, says the lowest unit charge for a preemptible spot is the lowest price any advertiser has paid for a spot "which has cleared a particular time period or daypart." As a result, if the station or cable system lowers the price of a spot in a daypart after a candidate has contracted for a higher price—but before the price "has cleared"—that candidate will be entitled to a rebate.

There is another element in the interpretation being provided by the staff that some communications lawyers say is equally significant.

The notice says that makegoods for preempted political ads must be made available to candidates before an election if the station involved normally provides makegoods for time-sensitive ads of most-favored advertisers.

The staff is making it clear that the pre-election requirement applies regardless of whether stations give that kind of special consideration to commercial advertisers.

The issue had not been raised previously at the commission. And some lawyers say the requirement could cause problems for stations with little free time available for makegoods in the fall.

What's more, the guarantee of makegood time before an election, some observers say, might lead campaigns to buy the least expensive time for some ads, secure in the knowledge they will run before the election.

during October and the first week of November will probably be about five times the annual election year average. He said it is expected that advertising will top figures for the 1984 election year, which showed that 1.04% of the average station's total advertising time was devoted to political advertising. About 10% to 15% of that advertising, he added, is usually related to issues and not candidates.

One state counting on heavy issue-oriented spending this year is California, where radio broadcasters are hoping the category will make up for disappointing primary sales. There was "no suspense" by the time the primaries reached California this year, according to Gordon Mason, executive director, Southern California Broadcasters Association. He said radio stations in the state are counting on approximately the same amount of candidate advertising this fall as four years ago and are hoping for twice the amount of issue-oriented advertising.

"I look for the issues to be the big story because they are very controversial and because there's a lot of money on both sides," said Mason. Issues to be debated in the state include regulation of attorney's fees, car insurance regulation and a proposed cigarette tax.

One of the states expecting heavy political campaign advertising is Texas, according to Nancy Jones, general sales manager for KTRH(AM) Houston. The area hopes to cash in on Bentsen's vice presidential and senatorial campaign, as well as Bush's attempts to rekindle ties to the state. She said her station has already received spot requests from both presidential campaigns, although specifics have not yet been discussed.

For many mid-sized markets, however, avail requests do not appear to be as promising. Jeff Martin, vice president of the Pittsburgh Radio and TV Group, described political campaigning in his area as "very quiet." Milwaukee Area Radio Stations executive director Andy Friedrich said that while the Bush and Dukakis campaigns have made some avail inquiries, the area will be counting on local campaign dollars to make the real profits.

Small markets appear to be even less successful in attracting campaign dollars: Boise Area Radio Broadcasters President Bruce Wetten said campaign advertising prospects in his market appear "slim."

Since most political campaign advertising is regionalized, radio networks do not expect to see much advertising from the upcoming election. Traditionally, said Peter Moore, president of the Radio Network Association, campaigns tend to rely on spot advertising. □

Real-world data on a post-must-carry world

FCC reports 31% of TV stations said they were dropped or denied coverage on cable systems; 34% said they had been repositioned

Offering no clue as to what it all means, the FCC released last Thursday (Sept. 1) the results of its May-June survey of every broadcast station and cable system in the country to determine what impact the loss of must-carry rules has had on broadcasting.

Among the findings:

- Of the 912 television stations that responded, 280 or 31% reported 1,533 incidences of being dropped or denied carriage on cable systems after the federal court struck down the must-carry rules on constitutional grounds in July 1985.
- Of the 4,303 cable systems that responded, 869 (20%) reported 1,820 incidences of dropping broadcast signals or denying them carriage after the court action.
- Of the television stations, 313 (34%) reported 1,274 incidences of having their signal repositioned from one channel to another on a cable system.
- Of the cable systems, 974 (23%) reported 2,495 incidences of repositioning broadcast signals.

The survey was sent to 8,504 cable systems and 1,356 television stations. The response rate was 51% and 67%, respectively.

The 40-page report of the results contained plenty of tables and text explaining and qualifying them, but no analysis. "That wasn't the exercise," said Bill Johnson, deputy chief of the FCC's Mass Media Bureau. "It was Joe Friday: 'Just the facts, ma'am.' We'll let everybody else put their own interpretation on it."

It made sense to stay away from analysis, Johnson said. If the FCC had drawn any conclusions, some could say the FCC had manipulated the facts. "We were trying to keep it virgin."

Another FCC official suggested the results were inadequate to support any conclusion. "The methodology was not sufficiently rigorous to make policy decisions," he said.

The survey was requested by Congress. The failure of the FCC to supply analysis was not well received on Capitol Hill. "It's going to take hours to figure out if it is usable—whether it gives us a record" that makes the case for or against must carry.

Broadcasters had no trouble interpreting the results. They provide "compelling evidence of the need for government regulation of cable signal carriage and channel repositioning," said Preston Padden, president of the Association of Independent Television Stations.

The National Association of Broadcasters saw it the same way. "There is signifcant non-carriage," said Walt Wurfel, NAB public affairs senior vice president. "It proves there's a serious problem that needs correction."

That cable system reported more incidences of dropping or denying carriage to broadcast signals indicates that "many broadcasters are not aware they are being dropped by systems," he said.

Cable interests put a different spin on the results. Jim Ewalt, executive vice president, Community Antenna Television Association, had not seen a copy when contacted by a reporter last Friday, but, he said, "From what we have heard, as badly as the questionnaire was designed, it still came out that there has not been a major adverse impact on the public."

Shortly after the questionnaires were mailed in May, cable and broadcasting representatives sharply criticized them, saying they were confusing and likely to produce unclear results.

The report said there were problems with the survey. The report said some of the respondents appeared to have had difficulty understanding some of the terms in the questionnaires and "it was evident" that many misunderstood the must-carry rules. Also, the report said: "We did not conduct reliability and validity measures on the data or sample due to time limitations."

"While there is reason to question the validity of the commission's survey (as the commission itself acknowledges)," said James Mooney, president of the National Cable Television Association, "its report helps put this controversy in perspective and confirms what we've said all along: The vast majority of cable systems continue to carry all local broadcasters." ☐

Stations dropped or denied carriage

(as reported by TV stations)

Station type	No. of stations reporting	No. of stations drop/deny	Incidences of drop/deny carriage*	A	B	C
Network affiliate	452	87	269	49	211	9
Commercial indie	186	83	710	389	270	51
Noncommercial ETV	237	80	345	88	234	23
Other (relig., specialty)	37	30	209	122	61	26
Total	912	280	1,533	648	776	109

** This column is the total of columns A, B and C and is the number of incidences of cable systems dropping or denying carriage of each type of station. Although this column adds to 1,533 individual instances of dropped or denied carriage, there is no way to determine the number of separate cable systems that dropped or denied carriage from the television station survey form.*

A The number of incidences of cable systems denying carriage to a station that commenced operation on or after July 19, 1985.

B The number of incidences of systems dropping a station.

C The number of incidences where cable systems have denied carriage to stations that began operation prior to July 19, 1985. Although the form did not have a code to acknowledge such a possibility, a number of stations volunteered this information and it is tallied here.

(as reported by cable systems)

Station type	No. of systems that drop/deny carriage*	No. of stations drop/deny	Total incidences of drop/deny	A	B
Network affiliate	380	276	595	336	259
Commercial indie	316	184	485	150	335
Noncommercial ETV	347	153	463	177	286
Other (relig., specialty)	195	91	277	117	160
Total	NA	704	1,820	780	1,080

Total systems that did not drop or deny carriage to any stations: 3,434.

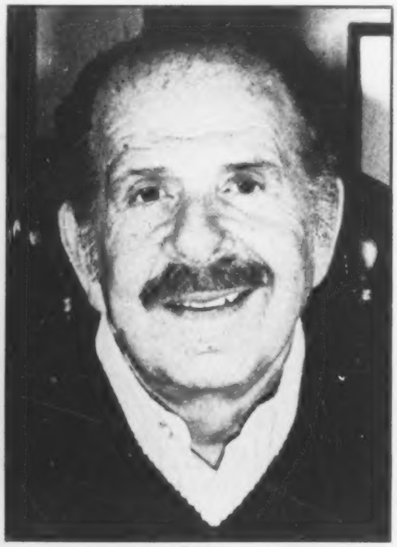
Total systems that dropped/denied carriage to one or more stations: 869.

** This column, if totaled, will exceed the number of cable respondents indicating they dropped or denied carriage to broadcast stations. Some cable systems dropped or denied carriage to more than one type of signal; therefore, these systems are accounted for in more than one row of data.*

A This column is the number of incidences of systems dropping a station.

B This column is the number of incidences of systems denying carriage to a station that began operation on or after July 19, 1985.

Rich to produce for Warner



Rich

Lee Rich, most recently chairman and chief executive of MGM/UA Communications, and before that a co-founder of Lorimar, has formed an independent film and television production company and has signed an exclusive three-year pact to produce programing under the Warner Bros. banner; Warner will have all film and television program distribution rights to Lee Rich Productions product. The agreement is effective immediately.

Rich joined MGM/UA in the spring of 1986 after an 18-year association with Merv Adelson, with whom Rich cofounded Lorimar. (Warner is expected to complete its acquisition of Lorimar some time next month.) A Warner executive confirmed last week that Rich will bring Jonathan Sheinberg, the 30-year-old son of MCA President Sid Sheinberg, on board as the company's president. The younger Sheinberg is currently senior vice president, production, at Orion Pictures.

Sheinberg

NBC takes 19th week of summer, ABC wins news

NBC won week 49 (ended Aug. 28, the 19th week of the summer season) with a 12.2 rating and a 22.3 share. CBS took second place with a 9.7/17.8, while ABC closed with an 8.9/16.3. Last year's comparable week (Aug. 30, 1987) also went to NBC, when that network pulled in a 12.0/22. CBS's comparable numbers a year ago were an 11.1/20, as were ABC's.

The combined three-network numbers for the just-finished week stood at a 30.8/56.4, down from last year's 34.2/62. This works out to give the networks a 54.6 HUT level (homes using television), down from last year's 55.2. The HUT level for the week represents 48.4 million households, down from last year's 48.2 million.

In the evening news race, ABC's *World News Tonight* won the week with a 9.3/20, over CBS's 9.0/20 and NBC's 8.6/18.

ABC took Monday night with its broadcast of the NFL pre-season football game (Chicago vs. Dallas), garnering a 13.3/23.6 average, while CBS had a Monday average of 10.2/17.7 and NBC came up with an 11.6/19.9.

For the rest of the week, NBC won Tuesday, Thursday and Saturday. ABC took Wednesday and Friday, while CBS took Sunday.

Nielsen		Net	
1.	19.2/37	N	Cosby Show
2.	19.2/35	N	Different World
3.	18.3/33	N	Cheers
4.	18.2/32	N	Night Court
5.	17.7/34	C	60 Minutes
6.	17.4/29	C	Murder, She Wrote
7.	16.5/27	N	NBC Sunday Movie
8.	16.5/32	N	Golden Girls
9.	14.8/28	N	Amen
10.	14.5/28	N	Hunter
11.	14.4/27	N	L.A. Law
12.	14.1/24	N	In the Heat of the Night
13.	13.9/25	A	Who's the Boss?
14.	13.7/24	N	Matlock
15.	13.5/24	A	Head of the Class
16.	13.5/22	C	CBS Sunday Movie
17.	13.5/25	N	ALF
18.	13.4/23	A	Full House, Tues.
19.	13.3/24	A	NFL Pre-season Football
20.	13.3/23	N	Hogan Family
21.	12.6/24	A	Growing Pains
22.	12.2/26	N	Facts of Life
23.	11.7/21	N	NBC Wednesday Movie
24.	11.6/20	A	China Beach
25.	11.6/19	C	Designing Women
26.	11.2/19	C	Kate and Allie
27.	11.0/19	C	Magnum, P.I.
28.	10.7/18	N	NBC Monday Movie
29.	10.6/21	A	20/20
30.	10.6/18	N	My Two Dads
31.	10.5/22	A	Full House
32.	10.5/18	N	Family Man
33.	10.4/20	A	Thirtysomething
34.	10.4/19	C	CBS Wed. Movie Special
35.	9.9/20	A	Mr. Belvedere
36.	9.9/19	C	CBS Friday Movie
37.	9.7/17	C	CBS Tuesday Movie
38.	9.6/18	N	NBC Summer Showcase
39.	9.3/21	A	Perfect Strangers
40.	9.1/16	A	Moonlighting
41.	8.4/16	C	Newhart
42.	8.2/15	C	Cagney and Lacey
43.	8.1/16	A	Doodles
44.	8.0/14	C	Cavanaughs
45.	7.7/14	C	Wiseguy
46.	7.7/14	C	48 Hours
47.	7.7/14	N	Funny People
48.	7.4/14	A	Disney Sunday Movie
49.	7.3/12	A	MacGyver
50.	7.2/15	N	NFL Pre-season Football
51.	7.1/15	C	Beauty and the Beast
52.	7.1/14	N	Rags to Riches
53.	7.0/11	A	ABC Sunday Movie
54.	6.4/12	A	Spenser: For Hire
55.	6.3/12	C	Tour of Duty
56.	5.6/11	C	West 57th
57.	5.6/11	C	CBS Summer Playhouse
58.	5.3/12	N	Blacke's Magic
59.	5.1/11	A	Supercarrier
60.	5.0/11	C	First Impressions
61.	4.3/8	A	Hothouse
62.	4.3/9	C	Frank's Place
63.	4.2/8	A	Geo. Stevens: Filmmaker
64.	4.2/8	A	After Midnight

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Series or Special—Doug Rider, Carroll Pratt, David Fluhr, Doug Nelson (Dolly: Down in New Orleans) (ABC)

Outstanding Cinematography for a Mini-series or Special—Woody Owens (I Saw What You Did) (CBS)

Outstanding Editing for a Mini-series or Special (Single Camera Production)—John Martinelli (The Murder of Mary Phagan) (NBC)

Outstanding Editing for a Mini-series or Special (Multi-Camera Production)—Andy Zall, Mark West, Bob Jenkis (Julie Andrews: The Sound of Christmas) (ABC)

Outstanding Technical Direction/Electronic Camera/Video Control for a Mini-series or Special—Mike Spencer, David Barber, Bob Keys, Ron Sheldon, Gunter Degn (Julie Andrews: The Sound of Christmas) (ABC)

Outstanding Costume Design for a Mini-series or Special—Jane Robinson (Poor Little Rich Girl: The Barbara Hutton Story) (NBC)

Outstanding Individual Achievement Informational Programing—Kevin Brownlee, David Gill (Buster Keaton: A Hard Act to Follow) (PBS) and Bill Couturie, Richard Dewhurst (Dear America: Letters Home from Vietnam) (HBO)

Outstanding Informational Special—Dear America: Letters Home From Vietnam (HBO)

Outstanding Informational Series—Buster Keaton: A Hard Act to Follow (PBS) and Nature (PBS)

Outstanding Individual Achievement Classical Music Dance Programing—Kirk Browning (The Metropolitan Opera Presents: Turandot) (PBS)

Outstanding Individual Achievement Special Events Programing—Marc Palius, Olin Younger (The 15th Annual American Music Awards) (ABC)

Outstanding Variety Music Events Programing—The 60th Annual Academy Awards (ABC)

Outstanding Achievement in Graphic Design and Title Sequences—Liz Friedman (Strong Poison: A Dorothy L. Sayers Mystery) (PBS)

Outstanding Achievement in Special Visual Effects—Will Vinton, Mark Gustafson, David Altschul

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Changing Hands

WBIW(AM)-WORK(FM) Bedford, WBAT(AM) Marion, WKBV(AM)-WFMG(FM) Richmond and new FM Van Buren, all Indiana; WABJ(AM)-WQTE(FM) Adrian, Mich.; WBEX(AM)-WKKJ(FM) Chillicothe, Ohio □ Sold by Central Broadcasting Group to David C. Keister for $5.6 million. **Seller** is Richmond, Ind.-based group with no other broadcast interests. It is headed by William M. Quigg. **Buyer** also owns WCBI(FM) Lebanon, Ind., and WMLA-AM-FM Bloomington, Ill., and recently sold WMCB(AM)-WCBK(FM) Martinsville and WIFE(AM)-WCNB(FM) Connersville, both Indiana, and WOFR(AM)-WCHO(FM) Washington Court House, Ohio ("Changing Hands,"June 20). WBIW is on 1340 khz full time with 1 kw. WORK is on 105.5 mhz with 2 kw and antenna 400 feet above average terrain. WBAT is on 1400 khz full time with 1 kw. WKBV is on1490 khz full time with 1 kw. WFMG is on 101.3 mhz with 50 kw and antenna 280 feet above average terrain. FM CP is on 99.3 mhz with 3 kw and antenna 328 feet above average terrain. WABJ is on 1490 khz with 1 kw day and 250 w night. WQTE is on 95.3 mhz with 3 kw and antenna 300 feet above average terrain. WBEX is on 1490 khz with 1 kw day and 250 w night. WKKJ is on 93.3 mhz with 22 kw and antenna 335 feet above average terrain. *Broker: R.C. Crisler & Co.*

KKIS(AM) Pittsburg and KKIS-FM Walnut Creek, both California □ Sold by Chabin Communications Corp. to Diamond Broadcasting of Calif. Inc. for $4,477,000. **Seller** is owned by James Chabin, who has no other broadcast interests. **Buyer** is owned by Ronald H. Strother and Thomas P. Gammon. It also owns KTRR(AM) Loveland, Colo., and KZXY-AM-FM Apple Valley, Calif. KKIS(AM) is on 990 khz full time with 5 kw. KKIS-FM is on 92.1 mhz with 3 kw and antenna 89 feet above average terrain.

KAYJ(AM)-KIXY(FM) San Angelo, and KHOS-AM-FM Sonora and KYXX(FM) Ozona, all Texas □ Sold by Fosters Communications Co. and Fosters Broadcasters Inc., respectively, to Kixy Inc. for $2,950,000. **Seller** of KAYJ(AM)-KIXY(FM) is owned by Walton Foster and Don Griffis. **Seller** of KHOS-AM-FM and KYXX(FM) is owned by Foster and Fred Key. It has no other broadcast interests. **Buyer** is owned by John Schneider, who also owns WKBX(AM) Kingsland, Ga. KAYJ is daytimer on 1260 khz with 1 kw. KIXY is on 94.7 mhz with 100 kw and antenna 446 feet above average terrain. KHOS is daytimer on 980 khz with 1 kw. KHOS-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. KYXX is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Thoben-Van Huss & Associates.*

KIEZ(FM) Santa Paula, Calif. □ Sold by Starbright Broadcasting Inc. to Radio Santa Barbara Inc. for $1.5 million. **Seller** is owned by William S. Sanders and his wife, Patricia. It also owns KRZY(AM)-KRST(FM) Albuquerque, and KPER(FM) Hobbs, both New Mexico. **Buyer** is owned by Burke Kaplan, Alex Shertell and Jim Olerich. It also owns KIST(AM)-KMGQ(FM) Santa Barbara and KMAK(AM)-KBOS(FM) Fresno, both California. KIEZ is on 96.7 mhz with 87 w and antenna 1,500 feet above average terrain.

Tracking the year's sales activity

In a year-to-date tally, total dollar values for broadcast station sales reported in "Changing Hands," show that 1988 is improving slightly on last year's record-breaking totals. While almost $2 billion in stations had changed hands through August both this year and last year, 1988 showed a slightly higher total with slightly fewer sales. The average price for a sale this year was $7,991,112, up 8.6% from last year's total by the same date of $7,356,929.

AM station sales are almost totally flat this year, with less than a 1% increase in the average price of a station. Last year at this point, AM station sales averaged $2,278,834, while this year stations are selling for an average of $2,374,887. While this would appear to be good news for AM station owners who have seen a long decline in the value of their properties, the $50-million sale of KRLD(AM) Dallas in July, which smashed the record for AM stand-alone sales, skewed the results significantly. If that sale is excluded, AM station values continue to decline, with an average price this year of $1,683,375, down 35% from 1987.

FM sales are healthy this year with the average price of a station up 23%, from $4,164,943 to $5,143,678. So far this year there have been about $360 million in FM stand-alone sales, compared to $287,381,073 at this point last year. The largest stand-alone FM sale this year was that of WKYS-FM Washington for $46.75 million; that price was topped, however, by one element of the group sale of KMJQ(FM) Houston and KMJM(FM) St. Louis—KMJQ contributed $65 million to the total $81-million price.

The prices for AM-FM combinations are significantly off from last year's $606 million, with only $287,762,383 in sales this year. Part of the explanation comes from the concommitant increase in group sales, which grew to nearly $700 million over 1987's nearly $500 million total.

RADIO '88

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WMIM(AM) Mount Carmel and WSPI(FM) Shamokin, both Pennsylvania ☐ Sold by Mount Carmel Broadcasting Co. to North Penn Broadcasting Inc. for $982,000. **Seller** is headed by David A. Donlin. **Buyer** is owned by Harold G. Fulmer III and Boyd G. Hixson. It also owns WOBG(AM)-WOXA(FM) York, WXKW(AM) Allentown and WMGH(FM) Tamaqua, all Pennsylvania. WMIM is daytimer on 1590 khz with 1 kw. WSPI is on 95.3 mhz with 900 w and antenna 505 feet above average terrain.

WSYD(AM) Mount Airy, N.C. ☐ Sold by Billy Bruce Hull to Erastus Poore for $540,000. **Seller** has no other broadcast interests. **Buyer** is station's general manager. WSYD is on 1300 khz with 5 kw day and 1 kw night.

WTIM(AM)-WTJY(FM) Taylorville, Ill. ☐ Sold by Sky Communications Ltd. to USA Radio Corp. for $435,000. **Seller** is owned by Marsha Linton and Pat Delaney, who have no other broadcast interests. **Buyer** is owned by James E. Green, pharmacist from Riverton, Ill., and Robert D. Baxter, progam director and chief engineer at WMAY(AM)-WNNS(FM) Springfield, Ill. WTIM is on 1410 khz with 1 kw. WTJY is on 92.7 mhz with 3 kw and antenna 310 feet above average terrain.

WMZY(AM) Wildwood, Fla. ☐ Sold by James Patrick to Christian Radio Communications Inc. for $367,600. **Seller** has no other broadcast interests. **Buyer** is owned by Regina Damiano, Ronald A. Pollow and Theodore D. Tucker. It also owns WMOB(AM) Mobile, Ala., and recently bought WCKS(AM) Cocoa, Fla. WMZY is on 640 khz with 826 w day and 979 w night.

'Changing Hands' year to date round-up

Stations	1988 Price totals	number	1987 Price totals	number
AM	$137,743,500	58	$120,778,233	53
FM	360,057,500	70	287,381,073	69
AM-FM	287,762,383	95	605,815,105	108
TV	505,391,350	24	429,355,000	24
Groups	682,850,000	11	498,900,000	10
Total	1,973,804,733	247	1,942,229,411	264

*Note. AM-FM combinations are treated as a single sale. Group sales are any combination of three or more stations with at least two stations in different services.

Telecastings

More Leno

Comedian Jay Leno has been signed to continue his role as the sole guest host for Johnny Carson on the *Tonight* show, said NBC. Leno will host about 35 Monday programs throughout the season, a spokesman said, and may also fill in for full weeks when Carson goes on vacation. Last year Leno shared the guest host duties with Garry Shandling, who has opted not to continue in the role due to his busy schedule.

Casting call

The Copyright Office has a tentative witness list for its Sept. 8 hearing on film alteration, which will examine colorization, time compression, panning and scanning. Among the witnesses are filmmaker George Stevens Jr.; Roger Mayer, president of Turner Entertainment; Joshua Sapan, president of American Movie Classics; Arnold Lutzker, attorney with Directors Guild of America, and Peter Nolan, vice president-general counsel, Walt Disney Co., who will also be speaking on behalf of the Motion Picture Association of America. Also testifying will be home video interests and officials from West Germany and France, who will discuss those countries' "moral rights" laws.

Self promotion

TV personality Shadoe Stevens, who debuted Aug. 13 as host of ABC Radio's *American Top 40*, has written, directed and produced three 30-second and four 10-second TV spots promoting his show. The spots, which air on the ABC TV network, are part of a $2-million television campaign to promote the radio show.

American Top 40, now in its 18th year, is heard on 475 radio stations, according to producer ABC Watermark. Stevens has replaced Casey Kasem, who joins the Westwood One Radio Networks in January.

Northern neighbor

Noncommercial WTVS(TV) Detroit has teamed with the National Film Board of Canada to produced the four-part documentary series, *Canada: True North*, scheduled to air in the PBS national schedule on four successive Mondays, Sept. 12 through Oct. 3, at 10-11 p.m. NYT. Series editions, all hosted by *MacNeil/Lehrer NewsHour* anchor, Robert MacNeil, explore the historical relationship between

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57th Year 1988

RADIO 88 RADIO 88 RADIO 88 RADIO 88

Vol. 115 No. 11

Broadcasting Sep 12

Beware the telcos . . . NAB President Eddie Fritts tells broadcasters that telephone companies are "working diligently" to enter HDTV and video businesses. **PAGE 30.**

HDTV demos . . . House Telecommunicaitons Subcommittee brings several competing HDTV broadcasting systems together on Capitol Hill to provide demonstration for members of Congress, administration officials, communications executives and media. At Association of Maximum Service Telecasters conference across town, Subcommittee's chairman, Ed Markey (D-Mass.), asks broadcasters to work quickly to make HDTV reality. **PAGES 30, 31.**

Opening statements . . . NAB radio executive committee members Bill Clark, L. Lowry Mays and George C. Hyde Jr. discuss forces at work in radio as industry heads to NAB's Radio '88 convention. **PAGE 60.**

28/**SOVIET INITIATIVE**
Vice chairman of Soviet radio and television seeks to establish world production standard for high-definition television, calling some of world's engineering elite to Moscow to consider what might be done to establish such standard.

29/**SEC CHARGES**
Securities and Exchange Commission files complaint against Drexel Burnham Lambert Inc., alleging that investment banking firm and head of its junk-bond department, Michael Milken, violated securities laws.

33/**EASTERN SHOW**
Participants at Eastern Cable Show in Atlanta tell broadcasting industry they are not beyond telcos' reach.

37/**NAB BLOCK PARTY**
National Association of Broadcasters' four-day Radio '88 convention gets under way this week in NAB's backyard, with some 6,500 radio executives expected to attend. Complete agenda and lists of exhibitors and hospitality suites for Washington convention begin on page 37.

54/**TOP 500**
BROADCASTING's annual ratings survey based on Arbitron spring metro rankings finds adult contemporary format most popular programing choice among top 10 stations in top 50 markets.

65/**BY PROXY**
Proxy statement for upcoming shareholder meeting of Lorimar Telepictures Corp. says that suits to block Lorimar/Warner merger have been settled and that Lorimar chairman and CEO, Merv Adelson, will move ahead with plan for new company with Warner.

70/**POLICY PROBE**
FCC's proposals to allow "flexible use" and "negotiated interference" concepts attracts little support.

75/**OFF THE BLOCK**
GTG Entertainment's *USA Today* debuts with strong clearance numbers. But stiff competition from new shows entering syndication and some less than desirable placements in small but important group of markets could make *USA*s first year difficult.

'USA Today' anchors

76/**RECORD BREAKER**
The Cosby Show debuts in syndication Oct. 3, shattering all previous off-network program revenue records by hundreds of millions of dollars.

78/**MORE GERALDO**
Geraldo Rivera and Tribune Entertainment plan one hour weekly newsmagazine program—*The Investigators*—that would draw stories from ad hoc TV station cooperative.

86/**TVRO TRADE SHOW**
Satellite Broadcasting and Communications Association gathering in Nashville discusses business and politics surrounding growing home earth station medium.

111/**REWRITING THE RULES**
Quantel's Richard Taylor says that his business is really about rewriting way things are done in television and graphic arts.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject. Other congressional activity on HDTV included equipment demonstration on Capitol Hill (see "Top of the Week").

Systems subcommittee of FCC's advisory committee on Advanced Television Services (ATS) has begun work on second interim report on HDTV transmission. Report will review claims of 18 system proponents and detail procedures to be used in testing of prototype hardware in terrestrial transmission tests.

Peter Fannon, former president of National Association of Public Television Stations, has been named executive director of Advanced Television Test Center (ATTC), project cosponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations. He joins Charles Rhodes of Philips Labs who was named chief scientist of center last June. After suitable permanent site for ATTC's headquarters is found, center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's ATS committee to test HDTV and ATV systems. Funding for center's first two years is being provided through $700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year with annual operating budget of $7.5 million. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as executive director of Cable Labs next fall. ■

Indecency

U.S. Court of Appeals in Washington has affirmed in part FCC's new tougher position on indecency. Court rejected arguments that commission's definition of indecency was unconstitutionally vague or that it suffered from overbreadth. But court remanded case to commission to consider its decision to reduce its safe harbor for allegedly indecent programing from 10 p.m. to 6 a.m. to midnight to 6 a.m. Commission said its aim was to protect children from exposure to indecent language or pictures. But court said commission's explanation for reducing safe harbor was inadequate and said key to channeling rule is what "will most effectively promote parental—as distinguished from government—control." At issue in case was get-tough indecency policy FCC adopted in April 1987 in conjunction with action against three radio stations for broadcasting programing FCC deemed to be indecent.

Court decision was seen as setback for Senator Jesse Helms (R-N.C.) and his effort to require FCC to enforce its indecency policy around clock. Senate passed amendment to appropriations bill to that effect, but it must be accepted by House, whose version of appropriations bill does not contain similar provision. House-Senate conferees will take up matter this month when Congress returns from recess.

Another effect of court decision: FCC voted Aug. 5 to stay $2,000 fine for indecency against Media Central's KZKC-TV Kansas City, Mo., for its 1987 prime time broadcast of "Private Lessons." FCC had levied fine June 23 by 2-1 vote. It was first time television station had been fined for indecency.

Other than KZKC-TV case, only other indecency-related action FCC has taken since adoption of new policy is dismissal in April of indecency complaints against two television stations and three radio stations.

International Satellite

Pan American Satellite Corp. saw its first satellite, PAS 1, go into orbit June 15 aboard Arianespace rocket launched from Kourou, French Guiana. The satellite is intended to provide domestic services in South American countries as well as international services.

Lack of "substantial" U.S.-to-South America data and video services, said PAS, exemplifies "gap" in Intelsat services which PAS intends to fill.

President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but only PAS has secured foreign correspondent (Peru) and received Intelsat consultation. Assembly of Parties, acting on recommendation of Board of Governors, approved consultation at its extraordinary meeting in April 1986. Although PAS, only American separate system thus far authorized to compete with Intelsat, has complained that European Postal Telephone and Telegraphs are combining to deny PAS access to their markets, United Kingdom has taken two actions in past month to permit international systems entry into that market. First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission that more time will be needed to perform ATV system tests before spectrum needs can be determined.

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before nearly 1,000 were received. Initial processing is expected to be completed by end of September.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process with latest batch.

Mergers

■ Malrite Communications Group announced Aug. 15 that it had received buyout offer from management group led by chairman and majority stockholder Milton Maltz. Offer was $10.25 per share in cash for approximately 13.7 million shares of common and class A stock. Malrite, operator of 11 radio and six television stations, announced Aug. 30 that shareholder group had filed lawsuit seeking to block buyout and asking for damages. Kidder, Peabody & Co. has been retained as financial advisor for special independent committee.

Continues on page 91

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On Radio

Tops in popularity

AC continues to lead list of radio's most used formats in top 50 markets, followed by CHR, AOR and country

The adult contemporary (AC) format, comprising the wide spectrum of "soft" and rock music, has once again maintained its stronghold as the most popular choice of programing among the top 10 stations in the top 50 markets. The finding was one of several determined by BROADCASTING's annual ratings survey based on Arbitron spring metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m.-midnight) from March 31 through June 22.

Contemporary hit radio maintained its second-place position from last year's survey, with third place format album-oriented rock (AOR) and "classic rock" following closely behind. The next leading category was country, followed by easy listening and urban contemporary. The overall results mirrored last year's survey with slight variation.

Contemporary hit radio took the first-place spot in three of the top 10 markets: WHTZ(FM) New York, KPWR(FM) Los Angeles and WXKS-FM Boston. Urban contemporary also was the programing format at number one stations in three top 10 markets: WGCI-FM Chicago, WUSL(FM) Philadelphia and KMJQ(FM) Houston-Galveston. The AC format led in only one of the top 10 markets, eighth-ranked Dallas-Fort Worth, at KVIL-AM-FM.

AOR placed high in several of the top 50 markets, including a three-way contest between KBPI(FM), KAZY(FM) and KBCO-AM-FM in the 24th ranked Denver-Boulder market. The growing classic rock format accounted for one-fifth of the total AOR stations in the survey.

Country grabbed the top spot in the ninth market, Washington, with WMZQ-AM-FM. The category also maintained its traditional stance as a strong format in markets 26 to 50 (in 35th-ranked San Antonio, Tex., four country stations—KITY[FM], KCYY[FM], KBUC-FM and KAJA[FM]—made the top 10).

Easy listening placed high within several markets, ranking number one in five of them: KDUO(FM) Riverside-San Bernardino, Calif.; KCTC(FM) Sacramento, Calif.; WLYF(FM) Miami-Ft. Lauderdale-Hollywood; WLIF(FM) Baltimore, and WHIO-FM Dayton, Ohio.

Ratings data used in the survey is supplied by Arbitron and is copyrighted by the ratings service. The information may not be reprinted or used in any form by nonsubscribers to the company's radio ratings service. The format listings below generally reflect the spring 1988 rating period and were compiled from various sources.

Following are the top 10 stations in the top 50 markets. The Birmingham, Ala., market listing, which was included in last year's BROADCASTING roundup, has been replaced this year by Orlando, Fla.

Station		*Format*	*Persons*
1. New York			
1	WHTZ(FM)	contemp. hit	158,800
2	WPAT-AM-FM	easy listening	147,800
3	WRKS(FM)	urban contemp	121,700
4	WOR(AM)	talk	120,900
5	WLTW(FM)	soft contemp.	119,700
6	WWPR(FM)	contemp. hit	112,000
7	WCBS-FM	oldies	111,000
8	WQHT(FM)	contemp. hit	109,300
9	WBLS(FM)	urban contemp	107,500
10	WINS(AM)	news	105,500
2. Los Angeles			
1	KPWR(FM)	contemp. hit	122,100
2	KIIS-AM-FM	contemp. hit	106,200
3	KABC(AM)	talk	101,500
4	KOST(FM)	soft contemp	74,900
5	KLOS(FM)	AOR	69,900
6	KTNQ(AM)	Spanish	68,600
7	KJOI(FM)	easy listening	68,300
8	KRTH-FM	adult contemp	60,600
9	KROQ-FM	AOR	55,800
10	KBIG(FM)	soft contemp	55,500
3. Chicago			
1	WGCI-FM	urban contemp	109,600
2	WGN(AM)	MOR/talk	106,500
3	WBBM(AM)	all-news	68,100
4	WLUP-FM	adult rock	59,800
5	WXEZ-FM	easy listening	57,000
6	WCKG(FM)	classic rock	52,700
7	WLAK(FM)	soft contemp	48,200
8	WBBM-FM	contemp. hit	44,300
9	WJMK(FM)	oldies	43,800
10	WYTZ(FM)	contemp. hit	41,800

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Station	*Format*	*Persons*
4. San Francisco		
1. KGO(AM)	news/talk	71,400
2. KABL-AM-FM	easy listening	52,600
3. KMEL(FM)	contemp. hit	48,000
4. KCBS(AM)	news/talk	45,600
5. KOIT-AM-FM	soft contemp.	37,900
6. KSOL(FM)	urban contemp.	31,600
7. KIOI(FM)	adult contemp.	30,500
8. KNBR(AM)	adult contemp.	30,200
9. KSAN-FM	country	24,500
10. KRQR(FM)	AOR	24,200
5. Philadelphia		
1. WUSL(FM)	urban contemp.	63,600
2. WMMR(FM)	AOR	60,800
3. WEGX(FM)	contemp. hit	54,000
4. KYW(AM)	all news	53,600
5. WPEN(AM)	nostalgia	48,600
6. WEAZ(FM)	easy listening	47,300
7. WKSZ(FM)	soft contemp.	42,400
8. WYSP(FM)	AOR	37,600
9. WWDB(FM)	talk	33,800
10. WXTU(FM)	country	33,000
6. Detroit		
1. WJR(AM)	MOR/news/talk	69,800
2. WJLB(FM)	contemp. hit	52,500
3. WJOI(FM)	easy listening	38,100
4. WLLZ(FM)	AOR	32,300
5. WHYT(FM)	contemp. hit	30,500
6. CKLW(AM)	MOR	30,300
6. WCZY-FM	contemp. hit	30,300
8. WWJ(AM)	all-news	28,400
9. WWWW(FM)	country	27,100
10. WNIC-FM	adult contemp.	25,700
7. Boston		
1. WXKS-FM	contemp. hit	50,400
2. WRKO(AM)	talk	45,100
3. WBZ(AM)	adult contemp.	38,700
4. WBCN(FM)	AOR	38,500
5. WZOU(FM)	contemp. hit	33,600
6. WJIB(FM)	easy listening	28,400
7. WODS(FM)	oldies	26,300
8. WHDH(AM)	adult contemp.	25,500
9. WSSH-FM	soft contemp.	24,900
10. WEEI(AM)	all-news	24,700
8. Dallas-Ft. Worth		
1. KVIL-AM-FM	adult contemp.	51,300
2. KKDA-FM	urban contemp.	41,200
3. KPLX(FM)	country	36,100
4. WBAP(AM)	country	34,700
5. KSCS(FM)	country	31,800
6. KHYI(FM)	contemp. hit	27,200
6. KMEZ-AM-FM	easy listening	27,200
8. KEGL(FM)	contemp. hit	25,500
9. KRLD(AM)	all-news	25,400
10. KTXQ(FM)	AOR	20,400
9. Washington		
1. WMZQ-AM-FM	country	39,200
2. WGAY-FM	easy listening	35,200
3. WKYS(FM)	urban contemp.	34,200
4. WPGC-AM-FM	contemp. hit	30,800
5. WHUR-FM	urban contemp.	28,500
6. WMAL(AM)	variety	28,400
7. WWDC-FM	AOR	27,600
8. WAVA(FM)	contemp. hit	25,900
9. WCXR-FM	adult contemp.	21,200
10. WRQX(FM)	contemp. hit	20,400
10. Houston-Galveston		
1. KMJQ(FM)	urban contemp.	47,300
2. KRBE-FM	contemp. hit	45,100
3. KIKK-FM	country	43,700
4. KKBQ-AM-FM	contemp. hit	36,300
5. KILT-FM	country	36,200
6. KTRH(AM)	all-news	33,200
7. KLOL(FM)	AOR	31,800
8. KODA(FM)	easy listening	27,700
9. KFMK(FM)	adult contemp.	20,500
10. KZFX(FM)	classic rock	20,100
11. Miami-Ft. Lauderdale-Hollywood		
1. WLYF(FM)	easy listening	43,900
2. WEDR(FM)	urban contemp.	29,500
3. WQBA(AM)	Spanish	24,100
4. WPOW(FM)	contemp. hit	23,000
5. WHYI-FM	contemp. hit	21,700
6. WMXJ(FM)	classic oldies	21,300
7. WJQY(FM)	soft contemp.	20,100
8. WGTR(FM)	AOR	19,900
9. WCMQ-FM	Spanish	18,600
9. WINZ(AM)	all-news	18,600
12. Nassau-Suffolk, N.Y.		
1. WALK-AM-FM	adult contemp.	25,400
2. WHTZ(FM)	contemp. hit	24,100
3. WBAB-FM	contemp. hit	22,400
4. WBLI(FM)	contemp. hit	21,700
5. WXRK(FM)	classic rock	17,500
6. WCBS-FM	oldies	16,600
7. WOR(AM)	talk	16,200
8. WNEW-FM	AOR	15,500
9. WQHT(FM)	contemp. hit	14,200
10. WLTW(FM)	soft contemp.	13,500
13. Atlanta		
1. WVEE(FM)	urban contemp.	37,900
2. WKLS-FM	AOR	36,800
3. WSB-FM	adult contemp.	29,700
4. WPCH(FM)	easy listening	29,400
5. WSB(AM)	adult contemp.	27,500
6. WKHX-FM	country	24,800
7. WZGC(FM)	contemp. hit	23,900
8. WAPW(FM)	contemp. hit	21,600
9. WQXI-FM	contemp. hit	20,000
9. WYAY(FM)	country	20,000
14. Seattle-Tacoma		
1. KIRO(AM)	news/talk	33,800
2. KUBE(FM)	contemp. hit	25,500
3. KPLZ(FM)	contemp. hit	25,000
4. KMPS-AM-FM	country	17,400
5. KISW(FM)	AOR	15,400
6. KOMO(AM)	adult contemp.	15,300
7. KXRX(FM)	AOR	13,800
8. KIXI(AM)	MOR	13,400
9. KBRD(FM)	easy listening	12,200
10. KBSG(FM)	adult contemp.	10,700
15. St. Louis		
1. KMOX(AM)	talk/sports	90,600
2. KSHE(FM)	adult contemp.	34,500
3. KMJM(FM)	urban contemp.	23,400
4. WIL-FM	country	22,500
5. KEZK(FM)	easy listening	21,700
6. KSD-FM	classic rock	19,300
7. KHTR(FM)	contemp. hit	17,300
8. KYKY(FM)	adult contemp.	14,400
9. KRJY(FM)	adult contemp.	13,400
10. WKBQ(FM)	contemp. hit	11,700
16. Pittsburgh		
1. KDKA(AM)	MOR/talk	56,500
2. WBZZ(FM)	contemp. hit	37,600
3. WSHH(FM)	easy listening	27,000
4. WMYG(FM)	classic rock	23,500
5. WAMO-FM	urban contemp.	22,700
6. WDVE(FM)	AOR	19,800
6. WWSW-FM	oldies	19,800
8. WTAE(AM)	news/talk	14,700
9. WJAS(AM)	nostalgia	14,000
10. WHTX(FM)	adult contemp.	13,800
17. Baltimore		
1. WLIF(FM)	easy listening	33,700
2. WBAL(AM)	talk	32,300
3. WBSB(FM)	contemp. hit	26,600
4. WXYV(FM)	urban contemp.	24,800
5. WWMX(FM)	adult contemp.	19,500
6. WPOC(FM)	country	17,900
7. WIYY(FM)	AOR	17,000
8. WFBR(AM)	talk	14,300
8. WQSR(FM)	oldies	14,300
10. WGHT(FM)	contemp. hit	10,900
18. Minneapolis-St. Paul		
1. WCCO(AM)	news/information	55,100
2. KQRS-AM-FM	AOR	38,500
3. WLOL-FM	contemp. hit	31,100
4. KSTP-FM	adult contemp.	29,900
5. KEEY-FM	country	20,400
6. WLTE(FM)	soft contemp.	19,100
7. KJJO-FM	AOR	17,500
8. KDWB-FM	contemp. hit	15,700
9. WAYL-FM	adult contemp.	15,400
10. KTCZ-FM	AOR	14,400
19. San Diego		
1. KGB-FM	AOR	27,900
2. KKLQ-FM	contemp. hit	25,200
3. KSDO(AM)	news/talk	22,600
4. KFMB(AM)	adult contemp.	21,700
5. KJQY(FM)	easy listening	21,000
6. KFMB-FM	contemp. hit	18,800
7. XTRA-FM	AOR	16,200
8. KPOP(AM)	MOR	15,200
9. KSON-FM	country	11,600
10. KCBQ-AM-FM	oldies	11,300

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Station	Format	Persons
20. Anaheim-Santa Ana, Calif.		
1. KIIS-AM-FM	contemp. hit	21,000
2. KPWR(FM)	contemp. hit	19,000
3. KABC(AM)	talk	16,900
4. KROQ-FM	AOR	15,700
5. KOST(FM)	soft contemp	15,400
6. KJOI(FM)	easy listening	15,000
7. KMPC(AM)	MOR	13,800
8. KRTH-FM	oldies	13,000
9. KLOS(FM)	AOR	12,100
10. KBIG(FM)	soft contemp	10,900
21. Cleveland		
1. WMMS(FM)	contemp. hit	31,100
2. WQAL(FM)	easy listening	27,600
3. WMJI-AM-FM	adult contemp	27,300
4. WWWE(AM)	news/talk	25,400
5. WLTF(FM)	soft contemp	22,900
6. WZAK(FM)	urban contemp	21,700
7. WNCX(FM)	classic rock	19,300
8. WGAR-FM	country	17,100
9. WDOK(FM)	soft contemp	14,700
10. WNWV(FM)	soft contemp	10,900
22. Tampa-St. Petersburg-Clearwater, Fla.		
1. WRBQ-AM-FM	contemp. hit	50,500
2. WWBA(FM)	easy listening	28,500
3. WQYK-FM	country	23,300
4. WYNF(FM)	AOR	20,600
5. WUSA(FM)	adult contemp.	17,600
6. WFLA(AM)	news/talk	17,400
7. WFLZ(FM)	adult contemp	13,500
8. WNLT(FM)	soft contemp	11,800
9. WKRL(FM)	classic rock	11,700
10. WSUN(AM)	country	10,800
23. Phoenix		
1. KNIX-AM-FM	country	36,200
2. KTAR(AM)	news/talk	29,500
3. KMEO-AM-FM	easy listening	26,600
4. KZZP-FM	contemp. hit	26,500
5. KUPD-FM	AOR	19,500
6. KSLX(FM)	oldies	12,500
7. KKLT(FM)	soft contemp	12,300
8. KDKB-FM	AOR	12,100
8. KFYI(AM)	news/talk	12,100
10. KOOL-FM	oldies	11,400
24. Denver-Boulder		
1. KRXY-AM-FM	contemp. hit	22,000
2. KOSI(FM)	soft contemp	19,800
3. KXKL-FM	oldies	19,100
4. KOA(AM)	news/talk	18,100
5. KBPI(FM)	AOR	17,000
6. KAZY(FM)	AOR	16,400
6. KBCO-AM-FM	AOR	16,400
8. KYGO(FM)	country	16,200
9. KMJI(FM)	soft contemp	15,600
10. KOAQ(FM)	adult contemp	9,800
25. Portland, Ore.		
1. KKRZ-FM	contemp. hit	18,200
2. KKCW(FM)	adult contemp	14,400
3. KXL(AM)	news/talk	13,900
4. KINK(FM)	adult contemp	13,000
5. KEX(AM)	adult contemp	12,700
6. KUPL-FM	country	11,400
7. KXYQ(FM)	contemp. hits	11,200
8. KMJK-FM	classic rock	10,500
9. KGON(FM)	AOR	10,000
10. KXL-FM	easy listening	9,900
26. Milwaukee-Racine		
1 WTMJ(AM)	adult contemp	32,000
2 WKTI(FM)	contemp. hits	24,000
3 WKLH(FM)	adult contemp	20,900
4 WMIL(FM)	country	19,500
5 WLZR-AM-FM	AOR	17,200
6 WLUM-FM	urban contemp	16,400
7 WEZW(FM)	easy listening	15,200
8 WOKY(AM)	MOR	14,100
9 WLTQ(FM)	soft contemp	13,300
10 WQFM(FM)	AOR	9,100
27. Kansas City, Mo.		
1 WDAF(AM)	country	27,800
2 KYYS(FM)	AOR	19,600
3 KFKF-AM-FM	country	17,100
4 KBEQ(FM)	contemp. hits	17,000
5 KMBZ(AM)	news/information	14,400
6 KPRS(FM)	urban contemp	12,800
7 KCPW(FM)	urban contemp	12,400
8 KCMO(AM)	talk	11,900
9 KMBR(FM)	easy listening	11,600
10 KCFX(FM)	AOR	11,400
28. Providence-Warwick-Pawtucket, R.I.		
1 WPRO-FM	adult contemp	39,100
2 WLKW-FM	easy listening	28,800
3 WHJY(FM)	AOR	16,400
4 WHJJ(AM)	news/talk	14,700
5 WSNE(FM)	adult contemp	12,500
6 WWLI(FM)	soft contemp	11,400
7 WPRO(AM)	adult contemp	10,200
8 WODS(FM)	oldies	6,300
9 WBRU(FM)	AOR	5,200
10 WHIM(AM)	country	5,000
29. San Jose, Calif.		
1 KGO(AM)	news/talk	15,000
2 KBAY(FM)	easy listening	13,100
3 KHQT(FM)	contemp. hit	11,700
4 KWSS(FM)	contemp. hit	9,500
5 KCBS(AM)	news/talk	9,000
6 KOME(FM)	AOR	7,300
7 KMEL(FM)	contemp. hit	6,900
7 KSAN-FM	country	6,900
9 KOIT-AM-FM	adult contemp	6,200
10 KSJO(FM)	AOR	6,100
30. Cincinnati		
1 WEBN(FM)	AOR	26,100
2 WLW(AM)	adult contemp	23,600
3 WKRQ(FM)	contemp. hit	19,000
4 WWEZ(FM)	easy listening	14,400
5 WKRC(AM)	adult contemp	13,300
6 WUBE(FM)	country	11,000
7 WCKY(AM)	news/talk	9,200
8 WWNK-FM	adult contemp	8,800
9 WRRM(FM)	adult contemp	7,600
10 WBVE(FM)	country	6,500
31. Sacramento, Calif.		
1 KCTC(FM)	easy listening	16,400
2 KFBK(AM)	news/talk	14,700
3 KZAP(FM)	AOR	13,700
4 KXOA-FM	adult contemp	12,900
5 KSFM(FM)	contemp. hit	11,700
6 KRXQ(FM)	AOR	11,000
7 KRAK-FM	country	10,300
8 KROY(FM)	contemp. hit	10,100
9 KWOD(FM)	contemp. hit	8,700
10 KHYL(FM)	adult contemp	7,800
32. New Orleans		
1. WQUE-AM-FM	contemp. hit	29,400
2 WEZB(FM)	contemp. hit	21,100
3 WYLD-FM	urban contemp.	15,000
4 WLMG(FM)	adult contemp.	12,000
5 WWL(AM)	news/talk/country	11,900
6 WBYU(FM)	easy listening	11,700
6 WLTS(FM)	adult contemp.	11,700
8 WCKW-FM	classic rock	8,700
9 WRNO-FM	contemp. hit	8,200
10 WSMB(AM)	talk	8,200
33. Norfolk-Virginia Beach-Newport News, Va.		
1 WNOR-AM-FM	AOR	20.300
2 WFOG(FM)	easy listening	16,800
3 WCMS-AM-FM	country	15,000
4 WNVZ(FM)	contemp. hit	12,500
5 WGH-FM	contemp. hit	12,200
6 WOWI(FM)	urban contemp.	11,700
7 WLTY(FM)	adult contemp.	11,200
8 WMYK(FM)	urban contemp.	9,300
8 WWDE-FM	adult contemp.	9,300
10 WJQI-AM-FM	adult contemp.	7,700
34. Columbus, Ohio		
1 WSNY(FM)	adult contemp.	20,600
2 WNCI(FM)	adult contemp.	19,500
3 WTVN(AM)	adult contemp.	17,300
4 WBNS-FM	easy listening	15,700
5 WLVQ(FM)	AOR	13,500
6 WXGT(FM)	contemp. hit	11,600
7 WMGG(FM)	classic rock	10,100
8 WHOK(FM)	country	9,000
9 WCOL(AM)	MOR	5,100
10 WMNI(AM)	country	4,700
35. San Antonio, Tex.		
1 KITY(FM)	country	17,700
2 KQXT(FM)	easy listening	16,700
3 KCOR(AM)	Spanish	16,300
4 KTFM(FM)	adult contemp.	15,500
5 KCYY(FM)	country	15,000
6 KISS(FM)	AOR	13,500
7 KMMX(FM)	adult contemp.	9,600
8 WOAI(AM)	news/talk	9,000
9 KBUC-FM	country	8,600
10 KAJA(FM)	country	8,500
36. Indianapolis		
1 WFBQ(FM)	AOR	24,300
2 WIBC(AM)	MOR	21,400
3 WZPL(FM)	adult contemp.	19,900
4 WFMS(FM)	country	16,900
5 WXTZ(FM)	easy listening	14,100
6 WENS(FM)	adult contemp.	13,800
7 WTLC(FM)	urban contemp.	12,600
8 WTPI(FM)	adult contemp.	7,200
9 WKLR(FM)	classic oldies	7,100
10 WTUX(AM)	MOR	3.900
37. Salt Lake City-Ogden-Provo, Utah		
1 KISN(FM)	adult contemp.	16,400
2 KCPX-FM	contemp. hit	14,400
3 KKAT(FM)	country	14,000
4 KRSP-FM	AOR	13,700
5 KSFI(FM)	easy listening	12,300
6 KSL(AM)	adult contemp.	11,100
7 KSOP-AM-FM	country	9,500
8 KMGR-FM	adult contemp.	6,200
9 KLCY-FM	adult contemp.	5,500
10 KTKK(AM)	talk	4,400
38. Buffalo-Niagara Falls, N.Y.		
1 WKSE(FM)	contemp. hit	18,000
2 WBUF(FM)	adult contemp.	16,300
3 WHTT-FM	classic hits	15,300
4 WBEN(AM)	adult contemp.	14,900
5 WYRK(FM)	country	13,600
6 WJYE(FM)	easy listening	11,600
7 WBLK-FM	urban contemp.	11,100
8 WMJQ(FM)	contemp. hit	10,100
9 WECK(AM)	nostalgia	8,800
10 WPHD-FM	AOR	8,200
39. Riverside-San Bernardino, Calif.		
1 KDUO(FM)	easy listening	13,500
2 KGGI(FM)	contemp. hit	10,500
3 KIIS-AM-FM	contemp. hit	10,200
4 KRTH-FM	oldies	9,100
5 KLOS(FM)	AOR	8,500
6 KCAL-FM	AOR	7,600
7 KCKC(AM)	country	7,200
8 KOST(FM)	adult contemp.	6,800
9 KFI(AM)	adult contemp.	5,300
10 KNX(AM)	news	5,300
40. Hartford-New Britain-Middletown, Conn.		
1 WTIC(AM)	MOR	30,000
2 WTIC-FM	contemp. hit	21,800
3 WRCH-FM	easy listening	18.500

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Station	Format	Persons
4. WHCN(FM)	AOR	11,000
5. WDRC-FM	oldies	10,900
6. WIOF(FM)	adult contemp.	9,100
7. WKSS(FM)	contemp. hit	8,800
8. WCCC-AM-FM	AOR	5,800
9. WRCQ(AM)	MOR	3,900
10. WDRC(AM)	oldies	3,200
10. WWYZ(FM)	adult contemp.	3,200
41. Charlotte-Gastonia-Rock Hill, N.C.		
1. WSOC-FM	country	19,900
2. WCKZ(FM)	urban contemp.	14,400
3. WRFX(FM)	AOR	12,400
4. WPEG(FM)	urban contemp.	12,000
5. WBT(AM)	adult contemp.	9,700
6. WEZC(FM)	adult contemp.	9,000
7. WBCY(FM)	contemp. hit	8,500
7. WLVK(FM)	country	8,500
9. WWMG(FM)	adult contemp.	8,400
10. WROQ-FM	contemp. hit	7,500
42. Memphis		
1. WMC-FM	adult contemp.	18,800
2. WHRK(FM)	urban contemp.	17,400
3. WGKX(FM)	country	14,500
4. KRNB(FM)	urban contemp.	13,800
5. WRVR-FM	adult contemp.	10,500
6. WLOK(AM)	gospel	9,200
7. WDIA(AM)	urban contemp.	7,600
8. WEGR(FM)	AOR	7,200
9. WEZI(FM)	adult contemp.	6,400
10. WHBQ(AM)	news/talk	4,700
43. Rochester, N.Y.		
1. WCMF(FM)	AOR	22,300
2. WPXY-AM-FM	contemp. hit	18,700
3. WBEE-FM	country	15,800
4. WHAM(AM)	adult contemp.	14,900
5. WVOR-FM	adult contemp.	13,400
6. WZSH(FM)	easy listening	9,000
7. WEZO(FM)	easy listening	8,500
8. WKLX(FM)	classic oldies	5,600
9. WDKX(FM)	urban contemp.	5,500
10. WNYR(AM)	MOR	4,100
44. Oklahoma City		
1. KXXY-FM	country	18,100
2. KJYO(FM)	contemp. hit	17,200
3. KATT-FM	AOR	13,500
4. KPRW(AM)	urban contemp.	9,800
5. KTOK(AM)	talk	8,800
6. KEBC(FM)	country	8,400
7. KMGL(FM)	adult contemp.	7,900
8. KRXO(FM)	classic rock	7,800
9. KKNG(FM)	easy listening	6,700
10. KZBS(FM)	adult contemp.	6,600
45. Monmouth-Ocean counties, N.J.		
1. WOR(AM)	talk	11,000
2. WPAT-AM-FM	easy listening	10,800
3. WADB(FM)	easy listening	10,000
4. WHTZ(FM)	contemp. hit	8,700
5. WXRK(FM)	AOR	8,100
6. WOBM-FM	adult contemp.	7,900
7. WWPR(FM)	contemp. hit	7,100
8. WNEW-FM	AOR	6,200
9. WJLK-FM	contemp. hit	5,400
10. WABC(AM)	talk	5,100
46. Dayton, Ohio		
1. WHIO-FM	easy listening	15,700
2. WTUE(FM)	AOR	15,700
3. WGTZ(FM)	contemp. hit	12,500
4. WHIO(AM)	MOR	11,900
5. WONE(AM)	country	7,200
6. WLW(AM)	news/talk	7,000
7. WWSN(FM)	adult contemp.	6,600
8. WYMJ-FM	adult contemp.	5,400
9. WBLZ(FM)	urban contemp.	5,200
10. WVUD-FM	adult contemp.	4,500
47. Louisville, Ky.		
1. WAMZ(FM)	country	20,300
2. WHAS(AM)	adult contemp.	19,500
3. WDJX(FM)	contemp. hit	13,800
4. WQMF(FM)	AOR	11,200
5. WVEZ(FM)	adult contemp.	8,700
6. WRKA(FM)	adult contemp.	8,300
7. WJYL(FM)	adult contemp.	7,500
8. WLRS(FM)	AOR	7,300
9. WAVG(AM)	adult contemp.	5,600
10. WLOU(AM)	urban contemp.	4,100
48. Nashville		
1. WYHY(FM)	contemp. hit	16,400
2. WSIX-FM	country	13,400
3. WSM-FM	country	12,500
4. WKDF(FM)	AOR	11,300
5. WZEZ(FM)	easy listening	9,200
6. WLAC-FM	adult contemp.	8,500
7. WQQK(FM)	urban contemp.	8,300
8. WGFX(FM)	classic rock	8,100
9. WSM(AM)	country	7,500
10. WRMX(FM)	adult contemp.	6,000
49. Orlando, Fla.		
1. WWKA(FM)	country	12,900
2. WSTF(FM)	adult contemp.	12,500
3. WDBO(AM)	adult contemp.	10,300
4. WOCL(FM)	adult contemp.	10,100
5. WDIZ(FM)	AOR	9,500
6. WSSP(FM)	easy listening	9,100
7. WJHM(FM)	urban contemp.	9,000
8. WBJW-AM-FM	contemp. hit	8,700
9. WCAT-FM	contemp. hit	6,000
10. WJYO(FM)	adult contemp.	5,500
50. Greensboro-Winston Salem-High Point, N.C.		
1. WTQR(FM)	country	21,500
2. WKRR(FM)	AOR	16,400
3. WKZL(FM)	contemp. hit	8,700
4. WMAG(FM)	adult contemp.	8,300
5. WOJY(FM)	adult contemp.	6,400
6. WBIG(FM)	country	6,200
7. WQMG(FM)	urban contemp.	5,700
8. WKSI(FM)	contemp. hit	5,600
8. WSJS(AM)	MOR	5,600
10. WAAA(AM)	blues/gospel/jazz	3,100

Riding Gain

It's reel

The Seattle-based Broadcast Programing Inc. has acquired Century 21's reel-to-reel tape format division for an undisclosed sum, the third such purchase by the company in the past year. Industry estimates place the price at around $2 million. BPI, a division of Kaye-Smith Enterprises, said the Century 21 acquisition includes more than 200 clients of 10 formats, which boosts BPI's client list to almost 500 stations and its product line to more than 30 formats. Earlier this year, BPI also purchased the reel-to-reel businesses of San Diego-based Peters Productions and Los Angeles-based Radio Arts.

Century 21 said that in the last three years, its reel-to-reel division dropped from 400 to 212 stations. Nevertheless, said Century 21 President Dave Scott, "at 212, it's still a good deal." The primary focuses for Century 21 now will be jingles, CD's, digital tape and music rotation software for computers. BPI will operate from Century 21's Dallas headquarters for several weeks before moving the division to Seattle.

Keeping up on sports

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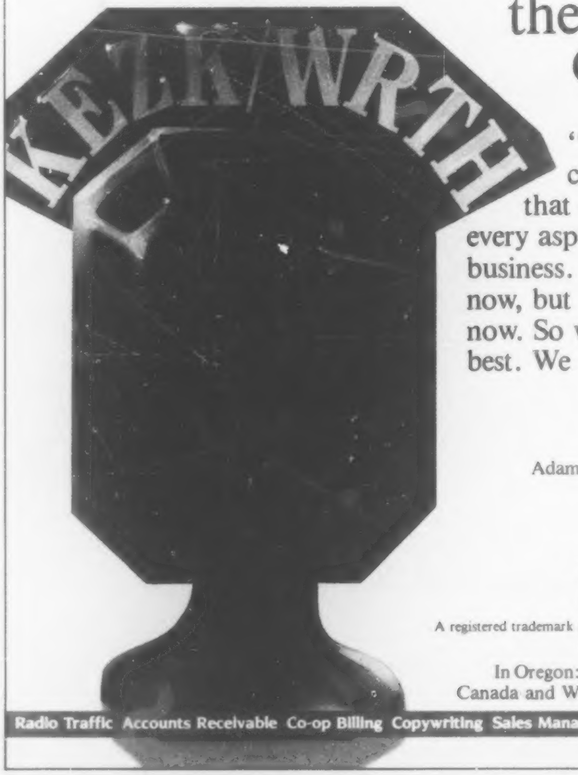

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producer of his daytime talk show *Geraldo* and as executive vice president of ING, in charge of specials and projects in development.

The Emmy Award-winning Berman had worked with Rivera at WABC-TV New York, in the 1970's and later produced some of his network TV specials. Berman had been executive producer with the syndicatec Group W magazine show since 1980. ☐

FNN beefs up coverage

It cuts back sports programing; adds four hours of business news

The Financial News Network announced a major expansion last week, adding four more hours of business news from 8 p.m. to midnight, weekdays, beginning Oct. 31. That relegates FNN's sports service, *Score*, to weekends only, although that service's weekend hours will be expanded to run three additional hours (to 3 a.m.) each night.

David Meister, FNN president, said the prime time expansion will allow FNN to reach a broader and different audience than the one that watches FNN by day. Three new hour segments were announced, and more programs are slated to be added later. FNN's present 6 a.m. to 8 p.m. weekday service will be augmented in the evening by *Money Talks*, a program that will deal with personal money matters. FNN Executive Vice President Mike Wheeler said the show will contain four to six elements, including a call-in portion and a "buyer beware" segment. The other two offerings will be *FNN Focus*, which Wheeler described as a business version of *Nightline* where the day's top story will be examined in depth and a leading industry figure will be interviewed, and *FNN's Business Tonight*, which will recap the day's business news and may include live reports from Tokyo. FNN will use existing stringers plus the resources of UPI to follow stories around the world, Meister said. What time periods the shows will be seen in has not yet been determined, an FNN spokesperson said.

FNN's expansion into prime time has been on its drawing board for some time, Meister said. "In the evening you can pretty much reach everybody," he said. He also said the programing will be a good lead-in to FNN's *Telshop*, which continues its weekend midnight-to-6 a.m. schedule, although its weekend schedule has been cut by six hours because of *Score*.

Meister said FNN would not have gone ahead with its plans if there were not support from the cable operators and the advertising community. Wheeler said he talked with 10 major national advertisers, some who are FNN advertisers, others who were not, and got positive feedback from nine of them on the evening news expansion. FNN believes that between the cable network, its syndicated television program and it radio network due to launch Oct. 3, it will be able to bring in national advertisers more easily in packaged deals. Wheeler said FNN's evening programing will give advertisers looking for high-income homes an alternative to CNN and ESPN, where prime time avails are tight.

The move leaves *Score* with 14 fewer hours per week, and Meister said that would mean better events in a smaller sports hole. "The quality of the event will be enhanced," he said, "because we will eliminate the things that are least appealing." Meister said *Score* and *Telshop* could eventually expand their programing days, but channel capacity stands in the way. When operators rebuild their systems, he said, "it will allow for further expansion of *Score* and *Telshop*." But he also indicated that the amount of sports programing now on television affected the decision. "With the launch of TNT," he said, and the major sports it will seek to carry, "we had to make a hard decision." The bottom line on expansion of either of those two services, he said, would be whether their was adequate viewer, cable operator and advertiser support for more of that programing.

The new evening programing will run initially Monday through Thursday. FNN will expand its Friday hours on Jan. 1. FNN's new studios on both coasts were one key to the expansion, said Meister, but he declined to say how many staff or how much more money FNN would be spending to program the business news expansion. ☐

NBC wins week 50, CBS wins news

NBC took the 50th week of the 1987-88 season (ended Sept. 4, the 20th week of the summer season) with an 11.6 rating and a 22 share. CBS closed out the week with a 10.8/20, followed by ABC's 9.3/17.

The comparable week a year ago, ended Sept. 6, 1987, was a narrow win by ABC, 11.0/21, over NBC's 10.9/20 and CBS's 10.1/19.

This year's evening news numbers put CBS on top with a 9.8/21 over ABC's 9.4/20 and NBC's 8.8/19.

NBC also took seven of the top 10 programs for the week, with *A Different World* winning the top slot with a 19.2/35, followed by *Cheers* (19.0/33) and *The Cosby Show* (18.5/36). ABC's top show was the Tuesday night telecast of *Full House* (15.6/27), which came in at sixth place. CBS's *Designing Women* (14.8/25) tied for ninth place with its own Tuesday broadcast of part two of *Blood and Orchids*, and ABC's *Who's the Boss?*.

In the book of days, NBC won Wednesday, Thursday and Saturday. CBS took Monday and Sunday. ABC took Tuesday and Friday.

Nielsen		Net	
1.	19.2/35	N	Different World
2.	19.0/33	N	Cheers
3.	18.5/36	N	Cosby Show
4.	18.2/31	N	Night Court
5.	17.0/34	N	Golden Girls
6.	15.6/27	A	Full House, Tuesday
7.	15.3/28	N	L.A. Law
8.	15.2/30	N	Amen
9.	14.8/28	A	Who's the Boss?
10.	14.8/25	C	Designing Women
11.	14.8/25	C	CBS Tuesday Movie
12.	14.7/26	N	ALF
13.	14.4/26	N	Matlock
14.	14.1/28	C	Murder, She Wrote
15.	14.1/29	N	Hunter
16.	13.8/23	C	Kate and Allie
17.	13.6/29	C	60 Minutes
18.	13.3/25	C	CBS Sunday Movie
19.	13.1/23	N	NBC Wednesday Movie
20.	13.0/23	A	Head of the Class
21.	12.8/25	A	Growing Pains
22.	12.7/23	C	CBS Thursday Movie
23.	12.4/21	N	In the Heat of the Night
24.	12.3/26	N	227
25.	12.2/25	A	20/20
26.	12.0/22	C	Magnum, P.I.
27.	11.3/20	A	Hooperman
28.	10.9/22	A	Mr. Belvedere
29.	10.9/19	N	NBC Monday Movie
30.	10.8/20	C	Wiseguy
31.	10.8/18	N	Life on the Flipside
32.	10.7/19	C	Newhart
33.	10.6/19	A	ABC News Closeup
34.	10.6/18	C	Cavanaughs
35.	10.5/20	C	Jake and the Fatman
36.	10.4/18	C	Equalizer
37.	10.3/18	A	Badlands: 2005
38.	10.2/17	A	Moonlighting
39.	10.1/21	A	Full House
40.	9.9/22	N	Facts of Life
41.	9.4/17	A	China Beach
42.	9.2/19	A	ABC Saturday Movie
43.	9.1/18	C	CBS Friday Movie
44.	9.0/18	A	Second Start
45.	8.8/15	A	Slap Maxwell
46.	8.8/17	A	ABC Sunday Movie
47.	8.7/16	C	48 Hours
48.	8.5/15	A	ABC Monday Movie
49.	8.4/18	A	Perfect Strangers
50.	8.4/15	N	Summer Showcase
51.	8.3/18	C	Beauty and the Beast
52.	8.3/17	N	Miami Vice
53.	8.0/16	N	NBC Sunday Movie
54.	7.9/16	N	Blacke's Magic
55.	7.9/17	N	Best of TV Bloopers
56.	7.8/15	N	Funny People
57.	7.7/15	A	MacGyver
58.	7.6/15	N	My Two Dads
59.	7.4/17	C	CBS College Football
60.	7.3/14	N	Whole Lotta Fun
61.	7.2/15	A	Spenser: For Hire
62.	6.9/15	A	Disney Sunday Movie
63.	6.7/14	N	Family Ties
64.	6.6/12	A	Half and Half
65.	6.4/11	A	ABC Thursday Movie
66.	5.6/10	C	CBS Summer Playhouse
67.	4.3/10	C	First Impressions
68.	4.1/9	C	Frank's Place

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Broadcasting Sep 19

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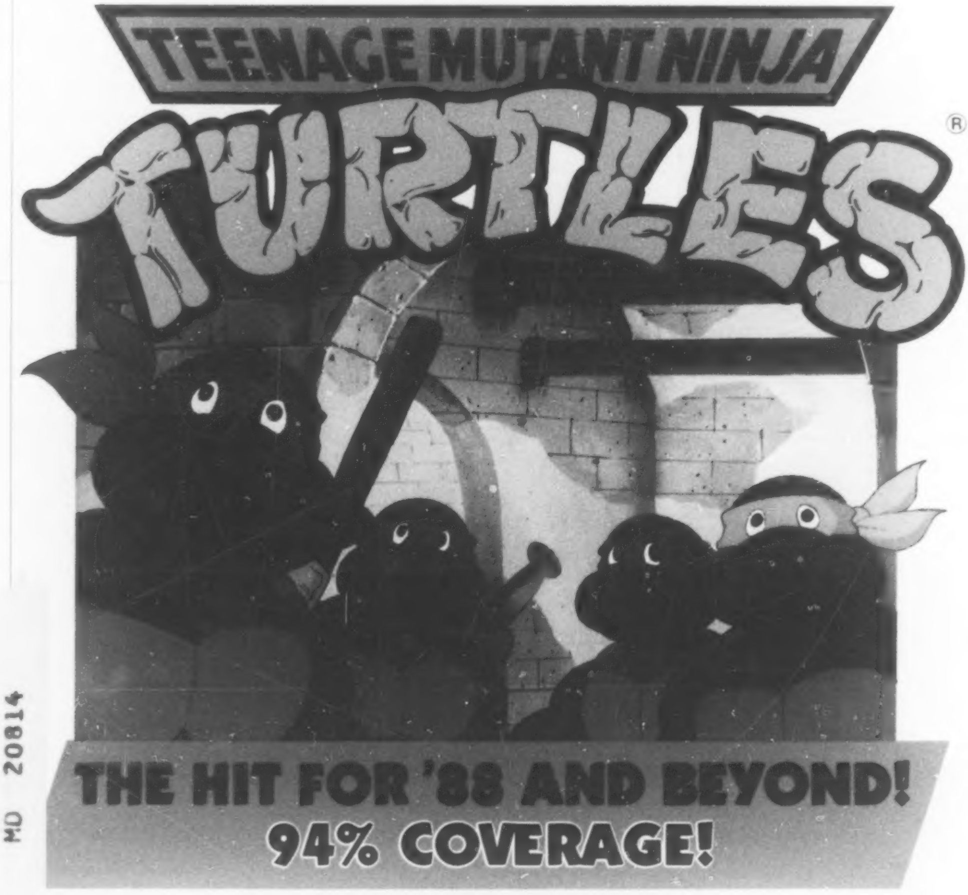
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Radio 88 plays out its hand in D.C.

Vol. 115 No. 12

Broadcasting Sep19

United they stand. . . National Cable Television Association President James Mooney predicts alliance of cable operators and broadcasters will be formed to fight entry of telephone companies into TV business. **PAGE 46.**

Radio '88. . . Some 6,500 attend National Association of Broadcasters Radio '88 convention in Washington, first time in several years event has been held east of Mississippi River. Among last week's highlights: convention organizers urge broadcasters to make lobbying priority; FCC Chairman Dennis Patrick seeks broadcaster support for relaxing duopoly and one-to-a-market rules; members of Congress say radio-only license reform hinges on fairness codification, and lawyers tell broadcasters how to survive license renewal. **PAGE 43.**

Pay as you go. . . Ameritech Chairman William Weiss says broadcasters would have to pay "reasonable" fee if they are carried on telephone-owned fiber network into home. **PAGE 47.**

49/***WORLDWIDE THINK SESSION***

Rupert Murdoch and other media leaders urge governments to let global marketplace decide.

50/***OTHER HALF***

Preston Robert Tisch joins his older brother, CBS Chief Executive Officer Laurence Tisch, on CBS board of directors.

52/***SYNDICATION GUIDE***

BROADCASTING has compiled for easy reference a guide to the who, what, where and how much of syndicated product new to the market for fall 1988 and early 1989.

54/***MORE SPORTS***

Cablevision's proposed ad hoc network of regional cable sports channels, SportsChannel America, debuts Oct. 6 with subscriber base of four million households.

56/***MILE HIGH MEETING***

Alex Felker, chief of FCC's Mass Media Bureau, is among featured speakers at four-day gathering of Society of Broadcast Engineers in Denver this week.

59/***CABLE'S OWN***

National Cable Television Association's must-carry survey shows cable systems carrying 98% of broadcast stations qualified to be carried under FCC's second set of must-carry rules; INTV and NAB reiterate their respective calls for must-carry legislation.

60/64/***MINORITY PUSH***

In Washington to accept National Association of Black Owned Broadcasters' "Man of the Year" award, Rev. Jesse Jackson calls on broadcasters to rally voters and organize workers. Also during NABOB conference, Capitol Hill staffers urge attendees to lobby for minority ownership and employment policies.

60/***STANDARD BEARERS***

Two advertising trade association presidents tell broadcast network chief executive officers that cuts to their respective broadcast standards departments may invite government intervention.

62/***IN THE MAIL***

Bell South subsidiary, Marketing Communicatons Networks, says it is going into direct mail promotion/spot cable business, beginning with market test next March.

72/***HDTV OVER THERE***

International Broadcasting convention in Brighton, England, Sept 23-27, spotlights high-definition television.

73/***SEOUL '88***

NBC's Olympics control room

Worldwide Olympics coverage marks new plateau in international broadcasting of live events.

63/***FAIRNESS BEFORE THE COURT***

FCC's repeal of fairness doctrine is argued before panel of appeals court judges, who raise question of whether issue could be resolved on public interest rather than constitutional grounds.

95/***LEGAL DAVID***

Attorney Andy Schwartzman leads the Media Access Project against communications giants in pursuit of his vision of the public interest.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	**ON AIR**	**CP's[1]**	**TOTAL ***
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—See Network Rules.

Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to eight U.S. firms holding or seeking DBS construction permits—four new applicants, three requests for construction Al- permit modifications and one request for four-year extension. But Hughes Communications, as major established fixed-service satellite operator and DBS CP holder, is likely best qualified to launch and operate first U.S. high-power, direct-to-home delivery of entertainment programing. Combination of Hughes's solid relations with major cable programers and high power of its proposed 200-watt bird give it major advantage over new entrepreneurs. DBS's high-power signals allow delivery to very small, affordable earth stations, promising consumer market much larger than current two million backyard dish market. Already dominant mode of program

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Founded 1931. *Broadcasting-Telecasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972 □ * Reg U.S. Patent Office □
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October

Oct. 1—Deadline for entries in Mobius Awards, "honoring outstanding achievement in the creation and production of broadcast advertising," sponsored by *U.S. Television & Radio Commercials Festival*. Information: (312) 834-7773.

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters*. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

■ **Oct. 3**—*Pennsylvania Cable Television Association* annual meeting. Tropicana, Atlantic City, N.J. Information: Patricia Wilson, (717) 234-2190.

Oct. 4—*Cabletelevision Advertising Bureau* local advertising sales workshop. Omni hotel at CNN Center, Atlanta.

Oct. 4—Deadline for station entries in New York Area Emmy Awards, sponsored by *New York Chapter of National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 5—*New York Television Academy* luncheon. Speaker: Tim Robertson, CBN Family Channel. Copacabana, New York.

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

Oct. 6—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 6—*Cabletelevision Advertising Bureau* local advertising sales workshop. Radisson Inn Maingate, Orlando, Fla.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 7-Jan. 2—"On the Air: Pioneers of American Broadcasting," exhibition co-sponsored by *National Portrait Gallery* and *Museum of Broadcasting*, New York. Smithsonian National Portrait Gallery, Washington.

■ **Oct. 7-8**—*Radio-Television News Directors Association* region 8/Ohio AP Broadcasters conference. Ohio University, Athens, Ohio. Information: Gary Hanson, (216) 788-2456.

Oct. 7-8—*Southeast Regional Intercollegiate Broadcasting System* convention, sponsored by WRAS-FM Atlanta. Urban Life Center, Georgia State University, Atlanta. Information: (404) 651-2237.

Oct. 9-11—*Women in Cable* national management conference. Theme: "Facing the Competitive Challenge." Swiss Grand hotel, Chicago. Information: Reenee Gill, (312) 661-1700.

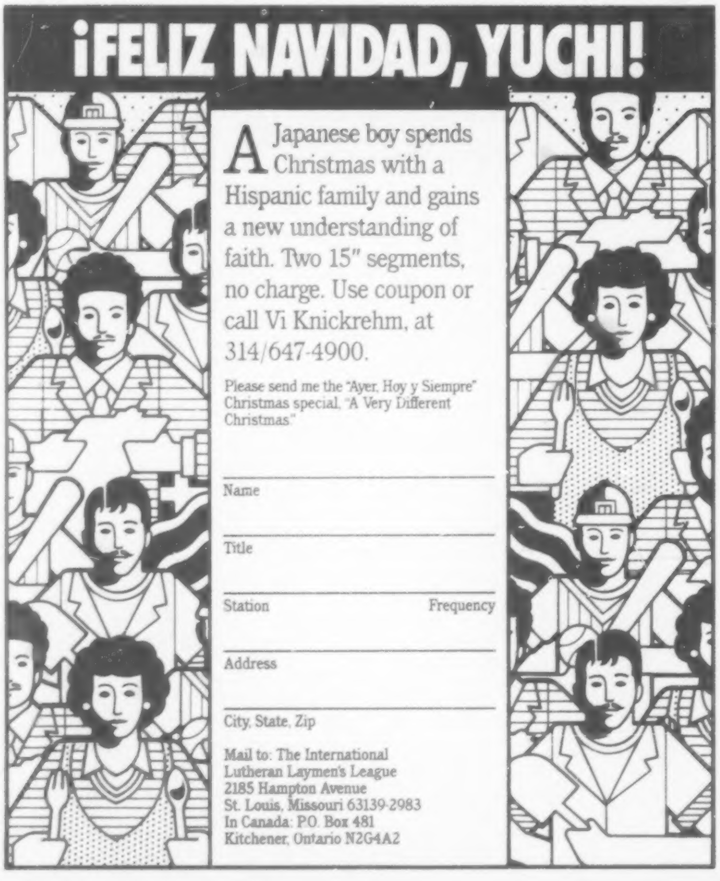
Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

Oct. 9-12—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 586-8424.

Oct. 11—*Cabletelevision Advertising Bureau* local advertising sales workshop. Howard Johnson hotel, Boston.

Oct. 11—"From the Morning News to the 'Cosby Show': Minorities on Television," forum sponsored by *American University*. Kay Spiritual Center, AU campus, Washington. Information: (202) 885-2058.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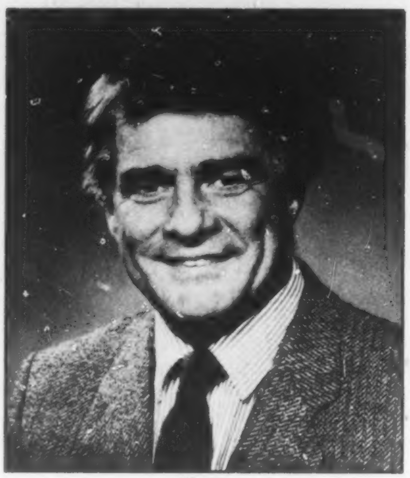
ABC starts new nonfiction programing subsidiary

Headed by National Geographic's Dennis Kane, new company's shows will air on network beginning in October 1990; some also set for cable and domestic syndication

ABC announced last week the creation of a new nonfiction programing subsidiary that will produce and distribute programs for ABC-TV and such ancillary markets as domestic and foreign syndication, cable television and home video.

The new company will be run by Dennis B. Kane, who has been associated with the National Geographic Society for 20 years, most recently as vice president and director of television and co-executive producer of the National Geographic Specials. Kane will have a small equity interest in the new company, to be called ABC/Kane Productions, although the company will be wholly owned by Capital Cities/ABC.

Kane's appointment is effective Oct. 1, and he and the company will be based in Washington, although most of the filming will be done on location, with post-production completed in Los Angeles and at London's Partridge Films, which specializes in wildlife programs. Kane will report to Robert Iger, executive vice president, ABC Network Television Group, New York.


Kane

The new company will produce programs covering a range of topics including geography, archeology, science, wildlife, adventure and history. "The core business is 25 one-hour specials" that will air on the ABC network beginning in October 1990, Kane told BROADCASTING last week. In addition, Kane said, he has been given a mandate to produce an unspecified number of programs that would air first on one of the two cable networks ABC has an interest in, ESPN and Arts and Entertainment, or in domestic syndication.

Each of the programs will take one-and-a-half to two years to complete, said Kane, who is now busy putting the first seven or eight projects into gear. Among them is a program with the working title *Mountain Lion: Ghost of the Rockies*, which examines not only the animal but the life of the researcher who studies the cat over a three-year period. Others in the works include a program on the Trans-Siberian Railroad that the Soviets just approved and "a personal story on the Russian space program," which

NBC wins week 51, ABC pulls into second place

NBC took the prime time week (ended Sept. 11) with a 12.6 rating and a 22.3 share. ABC overtook CBS and won second place with an 11.2/19.9. CBS came in with a 9.3/16.8.

The evening news race was a tie for first place between ABC's *World News Tonight* and CBS's *Evening News*, with each network registering a 9.5/20. The *NBC Nightly News* was close on their heels with a 9.4/20.

Looking back on the last few weeks, ratings, shares and HUT's (homes using television) are into their fall climb. Week 51 closed out with a three-network rating of 33.1 and a 59 share. That's up from week 50's 31.7/59 (and 53.7 HUT), and from week 49's 30.8/56.4.

Week 51's HUT level stood at 56.1, representing 49.7 million households. A year ago, the comparable HUT level, 56.3, represented 49.2 million households.

First place went to NBC's telecast of the Miss America Pageant, garnering a 22.3/44. That network's *Golden Girls* took second place (21.2/38) and was followed by encouraging numbers for *Baby Boom* (probably benefiting from the *Golden Girls* lead in).

Nielsen		Net	
1.	22.3/44	N	Miss America Pageant
2.	21.2/38	N	Golden Girls
3.	21.0/38	N	Baby Boom
4.	20.8/38	N	Cosby Show
5.	19.1/33	A	Monday Night Football
6.	17.1/30	N	Bob Hope News Network
7.	16.4/27	A	Full House, Tues.
8.	16.2/28	A	Who's the Boss?
9.	15.3/26	N	Cheers
10.	15.1/29	N	227
11.	15.0/28	N	L.A. Law
12.	14.6/25	N	Matlock
13.	14.4/24	N	Hogan Family
14.	14.2/24	A	Head of the Class
15.	14.0/25	A	Growing Pains
16.	13.9/24	N	ALF
17.	13.7/23	A	ABC Sunday Movie
18.	13.4/23	C	CBS Tuesday Movie
19.	13.1/22	C	60 Minutes
20.	13.0/25	A	20/20
21.	12.7/21	N	In the Heat of the Night
22.	12.5/20	N	My Two Dads
23.	12.2/21	N	NBC Wednesday Movie
24.	12.1/19	C	Designing Women
25.	12.1/24	N	Facts of Life
26.	11.8/19	N	Family Ties
27.	11.5/23	C	CBS Friday Movie Spec., 1
28.	11.5/18	C	Kate and Allie
29.	11.3/19	N	NBC Monday Movie
30.	11.3/20	N	NBC Sunday Movie
31.	11.0/18	A	Moonlighting
32.	10.9/18	A	MacGyver
33.	10.9/18	A	Hooperman
34.	10.6/20	C	CBS Friday Movie Spec., 2
35.	10.0/17	C	Magnum, P.I.
36.	9.9/17	C	Newhart
37.	9.9/18	C	Wiseguy
38.	9.6/17	A	Thirtysomething
39.	9.5/16	C	Cavanaughs
40.	9.3/15	C	Equalizer
41.	9.2/16	N	NBC News Special
42.	9.0/17	A	Life After Death Row
43.	9.0/17	A	Disney Sunday Movie
44.	9.0/17	N	Miami Vice
45.	8.8/15	A	ABC Thursday Movie
46.	8.8/19	C	CBS Sunday Movie
47.	8.7/16	A	China Beach
48.	8.5/18	A	Perfect Strangers
49.	7.9/14	N	Rags to Riches
50.	7.8/14	C	Jake and the Fatman
51.	7.7/13	A	Slap Maxwell
52.	7.5/14	A	Burning Questions
53.	7.5/13	C	CBS Thursday Movie
54.	7.4/14	N	Blacke's Magic
55.	7.3/14	A	ABC Saturday Preview
56.	7.1/12	N	Funny People
57.	6.6/13	C	CBS College Football
58.	6.1/12	A	ABC College Football
59.	5.9/12	N	Highwayman Special
60.	5.7/10	C	48 Hours
61.	5.1/10	C	First Impressions
62.	4.4/8	C	Frank's Place
63.	3.5/6	C	CBS Summer Playhouse

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Kane acknowledged is not yet a firm go.

Kane said the programs, although nonfiction, will have "an emphasis on entertainment." The programs will be designed to have a broader appeal than many nonfiction shows, he said, adding, "but in keeping with the integrity of what we start out to do...they will be as entertaining and as informative as possible."

According to Kane, the idea for the new company came by accident. He and longtime friend John Sias, president, ABC Television Network Group, "just got to talking about programing one day" while lunching in New York. "John said how interesting he thought some of my [National Geographic] programs were, and the conversation turned to me asking him whether he'd be interested in me" joining the network in some way. The entire project took about three months to materialize, said Kane.

ABC/Kane Productions will have a full-time staff of eight or nine, including business managers, researchers and writers to develop programs. Most of the talent, above and below the line, associated with each program will be hired on a free-lance basis, said Kane.

Commenting on the announcement, Sias, who has known Kane since they both worked at Metromedia 20 years ago, said: "We view this as a significant step in developing expanded production capabilities. Our goal with this company is to establish ourselves as an important, quality production house on nonfiction topics."

Reacting to that announcement last week, John Behnke, president, KOMO-TV Seattle and chairman of the ABC-TV affiliates advisory board, said, "While we would prefer them to put their emphasis on [mainstream] network programing and maintenance of the network, as a businessman I can appreciate" their desire and interest in expanding into other areas. □

SYNDICATION SCORECARD

The following chart is a compact reference to syndicated first-run, off-network, off-first-run and off-cable programs new to the marketplace for the TV season beginning fall 1988. The shows are broken out within each of the four program types by strip (episodes of a program aired five times a week in the same time period) and half-hour and hour weeklies. Information about each program includes the name of the program and number of syndicated episodes, distributor, terms of the sale (for barter [B] and cash plus barter [C+B], numbers in parentheses are local commercial minutes sold by the station/national minutes sold by the distributor in each program), total station clearances (stns.), that total broken out by number of affiliates (affil.) and independents (ind.), coverage of the country (percentage of total TV households reached by stations carrying the program), the daypart in which the majority of stations are clearing the program and its premiere date. In the instances where information was not available from the distributor, the abreviation NA is used. In all there are 20 half-hour first-run strips, two one-hour first-run strips, 19 half-hour first-run weeklies, four one-hour first-run weeklies, five half-hour off-network strips, four hour off-network strips, one half-hour off-network weekly, two half-hour off-first-run strips and two off-cable programs: one half-hour strip and one one-hour weekly.

First Run

HALF-HOUR STRIPS

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
Alvin and The Chipmunks ([illegible])	[illegible]	[illegible][1]	[illegible]	[illegible]	[illegible]	[illegible]	Early Morning/Daytime	Sept. 12
Body by Jake ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekday Morning	Oct. 3
C.O.P.S. ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Sept. 19
Family Feud ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Access/Early Fringe	Sept. 19[2]
Family Medical Center ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Daytime	Sept. 12
Finders Keepers ([illegible])	[illegible]	[illegible][3]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 5
Fun House ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 5
The Gong Show ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Sept. 12
Group One Medical ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Morning/Early Fringe	Oct. 3
Gumby ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Morning	Sept. 12
Improv Tonight ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekday Late Fringe	Oct. 3
Marvel Action Universe ([illegible])	[illegible]	[illegible]	[illegible]	NA	NA	[illegible]	Weekend	September
The New Liars Club ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Oct. 3
On Trial ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Sept. 12
Relatively Speaking ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Early Fringe	Oct. 3
The Snorks ([illegible])	[illegible]	[illegible]	[illegible]	NA	NA	[illegible]	Daytime	Sept. 12
Sweethearts ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Daytime	Sept. 12
USA Today: The Television Show[4] ([illegible])	GTG	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Prime Access	Sept. 12
Wipeout ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Access/Early Fringe/Daytime	Sept. 12
Yogi Bear Show ([illegible])	[illegible]	[illegible]	[illegible]	NA	NA	[illegible]	Early Fringe	Sept. 12

HALF-HOUR WEEKLIES

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
Boxing: A Magazine[5] ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Saturday Early Access	Oct. 8
Colors of Success ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Late Night	January 1989
Crimes of the Century ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Early Fringe/Access	January 1989
Denver, The Last Dinosaur ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Morning	Sept. 24
dick clark's Golden Greats ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Early Fringe/Access	Oct. 1
The Dr. Fad Show ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Morning	Sept. 24
The Great Escape ([illegible])	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Access/Early Fringe	Oct. 8

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
Learning the Ropes (24)	Action Media	B (3.5/3)	96	24	72	74%	Saturday Fringe Access Prime	Oct. 1
Life's Most Embarrassing Moments (24)	Group W	B (4/2.5)	120	95	25	83%	Weekend Early Fringe Access Prime	Sept. 24
Monsters (26)	Teletrib	B (3.5/3.5)	135	40	95	91%	Late Fringe	Oct. 22
The Munsters Today (24)	MCA TV	B (4/3)	120	NA	NA	87%	Early Fringe Access	Oct. 3
My Secret Identity (24)	MCA TV	B (4/3)	124	NA	NA	87%	Early Fringe Access	Oct. 3
Nostalgia (13)	Promark	B (3.5/2.5)	49	22	27	50%	Weekend PM	Oct. 29
Starting from Scratch (24)	Worldvision	B (3.5/3)	101	NA	NA	95%	Access	Sept. 26
Superboy (26)	Viacom	B (3.5/3)	156	69	87	92%	Weekend Access	Oct. 3
Teenage Mutant Ninja Turtles (13)	Group W	B (3.5/2.5)	141	31	110	95%	Weekend Morning	Oct. 1
Triple Threat (26)	Teletrib	B (3.5/3.5)	77	52	25	80%	Weekend Early Fringe access	Oct. 7
The Twilight Zone (30)	MGM/UA	B (3.5/3)	157	78	79	93%	Late Fringe	Sept. 19
World Class Women (13)	Select Media	B (4/2.5)	67	44	23	62%	Weekend Early Fringe	Sept. 17
				HOUR STRIPS				
The Arsenio Hall Show (200)	Paramount	B (7/7)	75	25	50	60%	Late Fringe	Jan. 3
Live with Regis and Kathie Lee (240)	Buena Vista	B (10/2)	156	153	3	85%	9 a.m.	Sept. 5
				HOUR WEEKLIES				
Freddy's Nightmares (22)	Lorimar	B (6/6)	144	41*	77*	88%	Late Fringe	Sept. 30
Latin Connection (39)	All American	B (8/5)	70	62	8	60%	Weekend	Oct. 7
Public People, Private Lives (26)	Orbis	B (7/5)	151	119	32	91%	Weekend Early Fringe	Oct. 1
War of the Worlds (23)	Paramount	B (5.5/6.5)	192	78	114	98%	Weekend Access Prime Time	Oct. 7

Off-Network

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
				HALF-HOUR STRIPS				
The Care Bears (65)	SFM	B (4/2.5)[3]	80	—	80	71%	Weekday A.M.	Sept. 12
The Cosby Show (125)	Viacom	B (5.5)[1]	174	159	15	97%	Early Fringe	Oct. 3
Kate & Allie (122)	MCA TV	Cash	93[2]	56	37	NA	Access	Oct. 3
Newhart (138)	MTM	Cash	80	44	36	51%	Access/Late Night	Sept. 5
Night Court (101)	Warner	Cash	130	NA	NA	NA	Early Fringe/Late Night	September
				HALF-HOUR WEEKLY				
The New Archies (13)	Claster	B (4/2)	78	6	72	72%	Sunday Morning	Jan. 8, 1989
				HOUR STRIPS				
Airwolf (80)	MCA TV	Cash	32	6	26	NA	Early Fringe	Oct. 3
Cagney & Lacey (125)	Orion	Cash	NA	NA	NA	NA	NA	NA
Highway to Heaven (115)	New World	Cash	100	NA	NA	NA	Early Fringe	September
St. Elsewhere (137)	MTM	Cash	27	13	14	[illegible]	Access/Late Night	Sept. 5

Off-First Run

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
				HALF-HOUR STRIPS				
It's a Living (100)	Lorimar	Cash	53	NA	NA	47%	Early Fringe	September
Mama's Family (110)	Lorimar	Cash	61	NA	NA	70%	Early Fringe	March 1989

Off-Cable

Program (episodes)	Distributor	Terms	Stns.	Affil.	Ind.	Coverage	Daypart	Premiere
				HALF-HOUR STRIPS				
Popeye (colorized) (65)	Access Syndication	B (4.5)	70	1	69	70%	Weekday 7-8 a.m., 3-5 p.m.	Sept. 19
				HOUR WEEKLY				
Faerie Tale Theatre (26)	Silverbach-Lazarus	Cash	[illegible]	[illegible]	[illegible]	[illegible]	Weekend Fringe Access	Sept. 3

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[1] (3.5/2.5) first three quarters/(4/2) fourth quarter

[2] (NBC O&Os Oct. 3)

[3] (4/2.5) first three quarters/(5/1.5) fourth quarter

[4] Half hour weekdays, hour weekends

[5] (Biweekly)

* Latest available figures

move over to TNT by the 1989 season, if TNT has reached 30 million homes, at which time Turner's Atlanta Hawks would return to WTBS(TV) Atlanta for a 25-game schedule.

Hogan said TNT will show more than twice as many movies as WTBS—250 versus 120 in a given month—and will premiere two colorized movies per month, while WTBS will offer one a month.

Hogan said the original programing will be of network quality, and said TBS was paying upward of $1.5 million per hour for the original productions, the high end of network prices, he said.

On a syndication question, Turner said TNT's original programing would air on TNT, return to TNT six months later, and then move to another window on WTBS for another year, before moving on to broadcast syndication. Both he and Hogan said WTBS will be programed so operators will not have to black out any programing upon the return of syndicated exclusivity. Hogan announced at the videoconference that Turner had acquired the rights to *Happy Days* from Paramount, but that broadcasters with the show could not ask for exclusivity, because TBS paid a premium to insure against that occurrence.

Turner projected that TNT would break even after an initial loss of $40 million, which he said wasn't much considering that CNN lost $250 million before becoming profitable.

TNT will be unscrambled initially, at the request of several cable operators, said Turner, but will be scrambled by December. There will be no separate West Coast feed until year two or three, but the prime time movie will be replayed at 11 p.m. NYT, giving it a prime time play on the West Coast.

Satellite cable interconnect

Adlink, a cable interconnect in Los Angeles, and National Cable Advertising have formed a joint sales operation that will deliver advertising spots by satellite to cable systems in the Los Angeles area beginning Oct. 1. The operation is believed to be the first satellite cable interconnect in the country.

Adlink is owned by five cable companies—Choice Television, American Cablesystems, Comcast, United Cable and King Videocable—and Prime Ticket, the basic regional sports service that carries the Los Angeles Lakers and Kings. NCA is owned by Cox Cable, Continental, Warner and Comcast, each of which owns 12.5% and Robert Williams, president of NCA, who controls the other half. NCA will provide Adlink with expertise on data collection and billing. NCA, a cable rep firm, has offices in New York, Chicago, Atlanta and Boston. With the NCA association, Adlink will become the exclusive national advertising rep for the adjacent Los Angeles markets of San Diego, Santa Barbara and Bakersfield.

The ad spots will be delivered over Prime Ticket's transponder on Satcom IV, transponder 20. The interconnect reaches nearly one million homes.

Big spenders. The following is a list of the top 10 cable advertisers, comparing their spending for the first six months of 1988 to the comparable period a year ago.

Company	*First Half 1988*	*First Half 1987*	*% Change*
1. Procter & Gamble	$14,146,430	$10,913,232	+30
2. Philip Morris	$11,892,953	$11,592,864	+3
3. General Mills	$8,5[illegible]9,534	$7,097,803	+21
4. Anheuser-Busch	$8,550,447	$10,399,704	-18
5. Time Inc.	$7,824,133	$7,430,362	+5
6. RJR Nabisco	$6,156,088	$7,197,172	-14
7. Eastman Kodak*	$6,076,831	$1,031,312	+489
8. Chrysler Corp.**	$5,695,750	$1,453,525	+292
9. Mars Inc.	$5,021,601	$9,226,058	-46
10. Gillette	$4,719,942	$5,689,867	-17

* includes Sterling Drug ** includes Jeep Dealers Assoc.

WIRELESS CABLE '88

ANNUAL CONVENTION AND EXPOSITION

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FCC Commissioner James Quello
Attorney General Charles Brown, West Virginia
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Vol. 115 No. 13

Broadcasting ▪ Sep 26

Adding assets . . .

BROADCASTING's second annual industrywide asset valuation puts value of telephone companies at $240 billion; cable at $90 billion and broadcast television at $40 billion. **PAGE 35.**

Two-week tune-up . . .

GTG Entertainment's *USA Today: The Television Show* is substantially reformatted in wake of criticism and ratings blues. **PAGE 37.** With first full week of ratings in, syndicators of some other shows receive promising early metered-market returns. **PAGE 38.**

Radio wrap-up . . .

National Association of Broadcasters' radio convention in Washington tackles range of broadcasting issues affecting medium's future, including importance of lobbying efforts for industry, AM radio and new products unveiled by equipment manufacturers on exhibit floor. Coverage begins on **PAGE 48.**

NAB's Eddie Fritts

39/LEGISLATIVE FAST TRACK

House Telecommunications Subcommittee approves bill granting compulsory license for satellite distribution of superstations to backyard dish owners. Compromise on amended version results in antipiracy provisions and spells end to House debate on regulating home satellite marketplace.

41/NO BACKSLIDING

FCC Chairman Dennis Patrick says security offered by any reregulation is "illusory at best" and price would be high.

44/PEACOCK PREENS

NBC finishes first for fourth year in row in 52-week season ended Sept. 17. CBS places second and ABC third.

44/CAMERAS IN COURT

Use of actual courtroom film footage by new syndicated program, *On Trial*, prompts questions of whether cameras should be allowed in courtroom for purpose of producing entertainment show.

65/CABLE REGULATORS MEET IN MIAMI

National Association of Telecommunications Officers and Advisors is "leaning" toward excluding local telephone companies from cable business, says organization's outgoing president on eve of group's annual meeting.

66/PPV PROTECTION

By January 1989, cable industry hopes to have technical ability to stop home taping of live and recorded pay-per-view events.

39/OFF THE PACE

Although NBC hopes that ratings will increase by week's end, so far Olympics audiences are smaller than expected, prompting advertising make-goods.

45/PBS COUNTER-PROGRAMING

Public Broadcasting Service hopes to take advantage of strike-delayed fall schedules of commercial broadcast networks by introducing 11 new series, including its young people's news show, *CE News Magazine*, whose cast is pictured above.

67/TAKING LOW-POWER BITE OF BIG APPLE

Retired orthodontist from California switches from dental surgery to TV, starting low-power television station in densely populated New York City. His potential audience: more than 4.6 million.

73/BOTH SIDES PLEASED

City of Boston and Cablevision Systems agree on franchise terms that include provision for half-priced cable offering to low-income residents.

103/SELLING FROM THE TOP

Dick Mendelson leads employee-owned Katz Communications in representation of nearly 200 TV and some 1,300 radio stations.

DEPARTMENTS

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

considered good, but Senator Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8), which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

■ FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

To gather evidence of "extortion" in comparative renewal and petition-to-deny processes, National Association of Broadcasters has sent questionnaire to members and, to insure confidentiality of survey, has hired accounting firm to collect and organize responses.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view.

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee

First, Britain's Department of Trade and Industry issued ruling that will permit individuals and businesses, using on-site earth stations within UK, to receive signals of independent international satellites directly. Then, three weeks later, UK's Office of Telecommunications declared that operating licenses of British Telecom, UK's signatory to Intelsat, require it to provide "conveyance of messages to or from" international satellite system when customer in UK requests such service.

In related development, Orion Network Systems and British Aerospace announced plans to collaborate on construction, launch and operation of satellite-based telecommunications system across Atlantic.

Land Mobile

Last fall, FCC delayed decision on petition to reallocate UHF channels in eight markets to land mobile radio until completion of report on whether UHF channels in question will be needed for broadcasting high-definition systems. But report released in June by FCC's advisory committee on advanced television service advised commission not to act because it is too early to know how much spectrum broadcasters will need. During special meeting on HDTV issues, FCC decided to follow report's advice (BROADCASTING, Sept. 5).

NAB sent comments opposing FCC proposal of minimum mileage separations between new UHF television stations on channels 14 and 69 and existing mobile radio operations on adjacent channels. NAB also opposed proposal that station may try to negotiate settlement with mobile radio operator if new station cannot meet spacing requirements. LMCC agreed with mileage separations on condition that spacings be increased substantially from 10-25 miles proposed by FCC. It also agreed with private agreement provision.

Low-Power TV

FCC's nine-day "window" for LPTV applications closed June 24, but not before nearly 1,000 were received. Initial processing is expected to be completed by end of September.

It was second such filing window for LPTV in as many years. Window in June 1987 attracted 1,600 applications. FCC granted permits to bulk of them and is now conducting series of lotteries to select tentative permittees for mutually exclusive ones. FCC will follow same process with latest batch.

Mergers

■ Malrite Communications Group announced Aug. 15 that it had received a buyout offer from management group led by chairman and majority stockholder, Milton Maltz. Offer was $10.25 per share in cash for approximately 13.7 million shares of common and class A

Continues on page 80

Broadcasting

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tions in association with Paramount, and has an eight-episode commitment. *Jake's Journey*, a half-hour show by Witzend Productions in association with 20th Century Fox, which had been unaffected by the strike because it was being produced in London, has been put on the back burner at the network.

At ABC, the network is going ahead with plans to recreate popular series of the past. *Mission Impossible* and *Police Story* will premiere on Oct. 23 and Oct. 29, respectively. *Mission Impossible*, produced by Paramount Television, will be filmed entirely in Australia, and has Peter Graves reprising his role of Jim Phelps.

It was Brandon Tartikoff, president, NBC Entertainment, who coined the term American Revivals for the strategy of recreating old series by using existing scripts. Tartikoff only announced one such revival, *Hardy Boys*. Plans for the remake of that series have been nixed, although production of a pilot is still being considered. *Highway to Heaven*, a strong candidate as a mid-season replacement, will have one new episode on this fall, on Oct. 5. Michael Landon Productions which produces the show, had an independent agreement with the writers guild and was able to continue production during the strike.

Syndication■Marketplace

Rivers returns. Joan Rivers, nearly two years after launching Fox's The Late Show, will once again be in the host's chair, in a Tribune Entertainment produced talk-show series to air daily. The one-hour show will reportedly run in morning or afternoon timeslots and is slated for a fall 1989 launch.

□

Oprah Winfrey has purchased Chicago production facility and plans to move production of her top-rated syndicated talk show there next September. Acquisition of 88,000-square-foot facility, made in conjunction with syndicator King World and Winfrey manager Jeffrey Jacobs, will involve total investment, after renovation, of $10 million.

□

Access Entertainment, citing "overcrowded marketplace," is closing its syndication arm. Access Syndication's only proposed new program for first-run syndication this fall, talk-show with Don King, was scrubbed months ago. Future of two other first-run shows it distributes, *Slime Time* and *Treasure Mall*, are uncertain. Reports that LBS, which sells barter time in those programs, would acquire distribution rights, could not be confirmed at press time.

□

Viacom's *Jake and the Fatman*, which aired on CBS last season and is now unscheduled mid-season replacement this year, is moving production to Hawaii. Viacom has 13-episode commitment from CBS for one-hour show. CBS has had at least one show each season produced in Hawaii since mid-1960's with *Hawaii Five-O*, followed by *Magnum, P.I.*, which went off air last season. *Tour of Duty*, produced in Hawaii last year, is moving production to Los Angeles to cut costs. Viacom is taking *Jake* to Hawaii for "new look" and hopefully extended play on network.

NBC takes final week of 1987-88 year

NBC's win of the final week of the 1987-88 season (week 52, ended Sept. 18) capped off four years for the network in this position. (See story, page 44.) In terms of the traditional, 30-week season, the 87-88 season marked NBC's third win in a row. (CBS won the 1984-85 season with a 16.9 rating and a 27 share.)

NBC took week 52 with a 14 rating and a 24 share. CBS and ABC tied for second place with an 11.5/20. Last year's comparable week, ended Sept. 20, 1987, went to NBC's 15.6/27, while ABC followed with an 11.8/20 and CBS closed out with an 11.7/20.

In evening news, CBS won the week with a 10.8/22 over ABC's 10.3/21 and NBC's 10.1/20.

The HUT level (homes using television) for week 52 was down from last year, standing at 57.8 compared to 58.1 a year ago. But since the current universe of TV households stands at 90.4 million, up from 88.6 million, the lower HUT level translates into 52.25 million households for the week, *up* from 51.5 million 12 months ago. The TV household universe now includes all 50 states, with Alaska and Hawaii having been included in the tabulations for the 1988-89 season.

Focusing on specifics for week 52, all three of NBC's broadcasts of the summer Olympics pushed into the ranks of the top 10. The network's *Summer Olympics Preview* ranked 38th, and only pulled in a 10.2/18. NBC's *Different World* took first place for the week with an 18.2/30, while *The Cosby Show* ranked fourth with a 17.6/31.

CBS—which failed to put any programs into the top 10 during week 51—took third place with its Sunday rebroadcast of the movie, *Rockabye* (17.6/29). That network's *60 Minutes* ranked sixth for the week.

ABC's top-ranker for the week was *Monday Night Football* (Dallas Cowboys vs. Phoenix Colts), taking fifth place and racking up a 17.4/29. The network's *Barbara Walters Special* came in seventh with a 16.5/26.

Ninth and 10th places went to NBC's Saturday Olympics broadcast (15.6/30) and the opening ceremonies, telecast on Friday (15.2/29).

Nielsen		Net	
1.	18.2/30	N	Different World
2.	17.7/30	N	Summer Olympics, Sun.
3.	17.6/29	C	CBS Sunday Movie
4.	17.6/31	N	Cosby Show
5.	17.4/29	A	Monday Night Football
6.	16.8/29	C	60 Minutes
7.	16.5/26	A	Barbara Walters Special
8.	15.8/24	C	Murder, She Wrote
9.	15.6/30	N	Summer Olympics, Sat.
10.	15.2/29	N	Olympics Opening
11.	14.3/24	N	ALF
12.	14.1/23	A	Full House, Tuesday
13.	14.1/24	C	48 Hours
14.	13.8/21	A	Who's the Boss? Sunday
15.	13.6/23	A	Head of the Class
16.	13.6/23	A	Who's the Boss?
17.	13.3/21	C	Designing Women
18.	13.3/23	N	NBC Wednesday Movie
19.	13.1/24	A	Growing Pains
20.	13.1/22	N	Matlock
21.	12.7/20	C	Kate and Allie
22.	12.5/22	C	CBS Thursday Movie
23.	12.4/22	A	Koppel Report
24.	12.2/20	C	CBS Tuesday Movie
25.	11.9/22	A	20/20
26.	11.8/21	N	Unsolved Mysteries
27.	11.7/19	N	In the Heat of the Night
28.	11.5/18	A	Perfect Strangers, Sunday
29.	11.5/20	C	Magnum, P.I.
30.	11.4/19	C	Roger Rabbit-Toontown
31.	11.3/18	A	Growing Pains, Sunday
32.	11.1/17	A	Head of the Class, Sunday
33.	11.0/18	N	NBC Monday Movie
34.	10.4/19	A	ABC Saturday Movie
35.	10.3/18	A	Full House
36.	10.3/18	A	Hooperman
37.	10.2/17	A	ABC Thursday Movie
38.	10.2/18	N	Olympics Preview
39.	9.7/18	A	Perfect Strangers
40.	9.7/16	C	Cavanaughs
41.	9.6/17	C	Wiseguy
42.	9.5/17	C	CBS Friday Movie
43.	9.4/16	C	Newhart
44.	9.2/15	C	Equalizer
45.	8.9/16	A	China Beach
46.	8.9/16	C	J. Gleason, The Great One
47.	8.8/15	A	MacGyver
48.	8.5/15	A	Mr. Belvedere
49.	8.3/15	C	Live! Dick Clark Presents
50.	8.2/14	A	Flintstones: Just Say No
51.	7.8/13	A	Slap Maxwell
52.	7.7/13	A	Cowboy Joe
53.	7.1/13	A	California Girls
54.	7.0/13	C	United Way Message
55.	6.8/12	C	Lily Tomlin: Sold Out
56.	6.8/13	C	West 57th
57.	6.4/11	A	Space: Beyond the Shuttle
58.	6.4/11	N	Live: The Hard Rock Cafe
59.	5.9/11	N	Decision 88: Countdown

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The Fifth Estate

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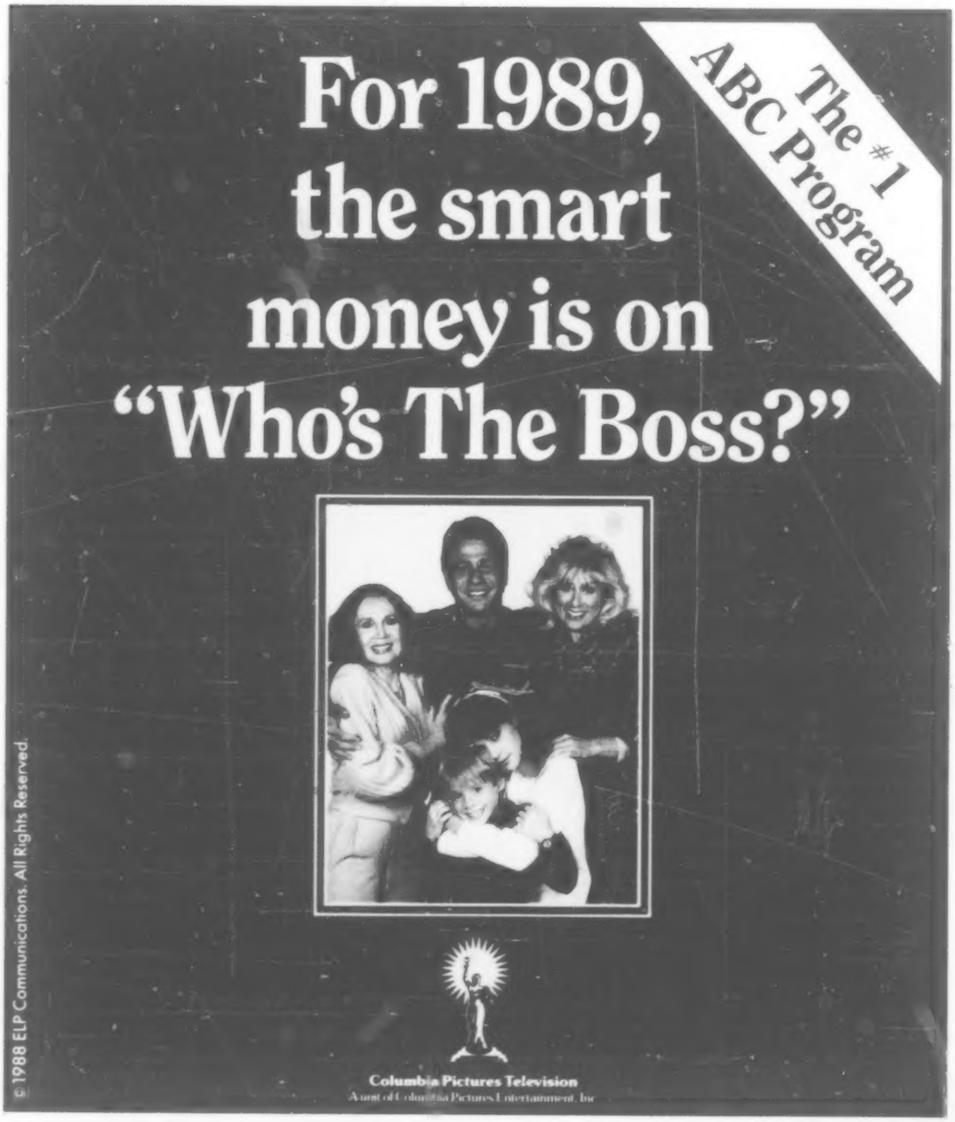

For 1989, the smart money is on "Who's The Boss?"

The #1 ABC Program

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The telco lobby: Making the connection in Washington

Vol. 115 No. 14

Broadcasting Oct 3

Liftoff! . . . America's radio, TV and cable networks turn out in force to cover NASA's successful launch of space shuttle Discovery at Cape Canaveral, Fla., its first launch since ill-fated Challenger.
PAGE 27.

Tracking telcos' Washington connections . . . In this special report, BROADCASTING examines seven Bell operating companies and five top independent telephone companies and their cadre of Washington lobbyists as they make their respective cases for TV entry.
PAGE 39.

Taking on the networks . . . TBS launches Turner Network Television today (Oct. 3), which cable industry believes will eventually rival original programing seen on broadcast networks.
PAGE 48.

30/CABLE STATESMAN
During dinner in his honor, Ralph Baruch warns that excessive greed will hurt industry and country at large, and that cable needs "statesman" to speak to all constituencies.

32/UNDER THE WIRE
As delegates to second and final session of Space WARC struggle to complete their work on schedule, indications are that World Administrative Radio Conference will succeed in drafting fixed satellite plan on time.

34/RESTRUCTURING AT MGM/UA
Company plans $200 million rights offering to shareholders and possible sale of some assets to help repay bank debt. Anthony Thomopoulos, United Artists Pictures unit chairman, resigns.

49/NEW TABLOID SHOW
Syndicated programer King World gets into program production with tabloid magazine strip called *Inside Edition*.

53/RADIO GETS PROMOTED
From hot air balloons to street fairs to Vanna White, radio stations are not only trying to be creative in their advertising and promotion, they are spending more in major markets as well.

60/ATLANTIC CITY
For four days this week, cable operators, producers and system owners will assemble in Atlantic City, N.Y. for 1988 Atlantic Cable Show and CTAM's Cable Management Conference.

63/CABLE STATS
R.H. Bruskin surveys cable and noncable subscribers to find problems and potential of cable industry.

64/IN TRANSIT
Corporation for Public Broadcasting board of directors and executive committee of Public Broadcasitng Service meet to re-elect board officers and say goodbye to departing executives. Among last is PBS's Suzanne Weil, who becomes executive director of Robert Redford's Sundance Institute in Utah.

66/IBC IN BRIGHTON
Eureka high-definition television system is unveiled at International Broadcasting Convention in Brighton, England. Although good news for Europeans, it represents blow to worldwide production standard.

69/CAN WE TALK?
Negotiations begin this week between AMerican Federation of Television & Radio Artists and three major commercial broadcast networks.

72/HIGH SOCIETY
Society of Broadcast Engineers meets in mile-high city. Inexpensive form of ACTV unveiled for easier evolution to over-the-air high-definition television.

Mike Callahan, lt. governor of Colorado (r), toured Ampex Corp. booth at SBE convention in Denver

95/MORNING STAR
Good Morning, America's Charles Gibson has found happiness as "the guy who comes into the kitchen every morning at 7:45."

96/GREAT DEBATE '88
Despite network suggestions that they would be saddled with poor ratings, coverage and post-coverage analysis of George Bush-Michael Dukakis presidential debate on CBS, NBC and ABC performs almost as well as, if not better than, lead-in and lead-out programing.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter, language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

To gather evidence of "extortion" in comparative renewal and petition-to-deny processes, National Association of Broadcasters has sent questionnaire to members and, to insure confidentiality of survey, has hired accounting firm to collect and organize responses.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view.

At present, not only FCC regulations and 1984 Cable Act, but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, has 112 co-sponsors.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such a move. But FCC officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at

March 8 to merge into new company, United Artists Entertainment Co. (UAE). Under terms of agreement amendment announced Sept. 19, UACI stockholders would exchange each share for one share each of class A and class B common stocks—class B stock convertible into class A and carrying 10 votes per share compared to class A stock's single vote. UCT stockholders have option to receive either $35 cash or one share apiece of A and B stock in UAE, with right to put that stock to Tele-Communications Inc. TCI has expanded UCT ownership to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Setup of class A and class B stocks is designed to preserve TCI's majority vote in UAE while permitting convertible-bond financing. Merger is subject to shareholder approvals.¶ On April 23, joint venture of Tele-Communications Inc. (TCI) and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers, from Kohlberg Kravis Roberts & Co. (KKR) and other owners. Plan was amended in July with Comcast purchasing 50%; TCI purchasing 35%, and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, purchasing remaining 15%. Consideration includes assumption of debt, expected to be $2 billion at time of closing. SCI stock and warrants will be purchased from KKR for $1.55 billion, subject to adjustment.

Must Carry

National Cable Television Association released must-carry survey on Sept. 13, which it said showed cable operators have been responsible in their broadcast carriage decisions. NCTA survey, conducted by Price Waterhouse, found that 98% of qualified stations remain on cable systems. NCTA also found that 94% of cable systems had not dropped stations or denied stations carriage and 91% had not engaged in channel repositioning. NCTA survey was based on information supplied by 47% of nation's cable systems, which together serve 69% of homes. NCTA survey was based on effect following striking of second set of must-carry rules by court.

FCC released results of must-carry survey Sept. 1, but they did little to end debate over whether must-carry rules or law requiring cable systems to carry local broadcast signals is necessary. Indeed, cable operators and broadcasters, on opposite sides of question, claim results support their position. Of 912 television stations that responded, 280, or 31%, reported 1,533 incidences of being dropped or denied carriage on cable since federal court struck down rules on constitutional grounds; of 4,303 cable systems that responded, 869, or 20%, reported 1,820 incidences of dropping broadcast signals or denying them carriage after court action.

Public Broadcasting

■ CPB board of directors last Tuesday (Sept. 27) unanimously re-elected Chairman Howard Gutin (whose directorship expires in March 1989) and Vice Chairman William Lee Hanley (whose directorship expires in March 1992).

Senate and House had still not reached vote on differing versions of 1991-1993 CPB reauthorization bill, S. 2114 and H. 4118, both of which passed through committee in late July. Controversial Senate version would codify division of federal money between CPB and public stations, including shifting 80% of CPB national Program Fund dollars to public TV stations.

Passage of reauthorization before early October recess is considered most crucial because satellite replacement funding of $200 million is included in both versions of bill. PBS board of directors last Tuesday authorized satellite replacement project managers to enter immediately into negotiations with four satellite capacity vendors. Current public TV and radio satellite capacity is expected to expire in early 1991, and project plans call for submission of final agreement in early 1989.

Even without authorization, President Reagan last month signed into law 1991 appropriation of $242,060,000 to CPB, with additional $56,810,000 earmarked for satellite replacement. Also last month, Senate Commerce Committee unanimously approved appointment to CPB board of Leslee "Honey" Alexander, who already is PBS director. Both boards met in Washington Sept. 26-27, when CPB re-elected Gutin and Hanley.

In addition to shifting Program Fund money to stations, Senate three-year authorization bill would also cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989; all other measures would go into effect in FY 1990. August Senate Commerce Committee report on S. 2114, explaining proposed shift of national programing power to stations, pointed to "principle of localism" and history of political influence at CPB.

House version of reauthorization, which does not address CPB-station allocation percentages, contains language creating new program fund specifically to support independent productions and to "expand diversity and innovativeness of programing." Other House amendment would direct CPB to appoint separate overall programing review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

Each bill authorizes CPB $304 million in 1991, $345 million in 1992, $404 million in 1993 and $200 million satellite replacement funds over those three years. The bills also agree on funding figures for Public Telecommunications Facilities Program (PTFP), administered by NTIA, of $36 million in 1991, $39 million in 1992 and $42 million in 1993. Administration has recommended freeze of CPB funding at 1988 level ($214 million), declining to address either satellite replacement or PTFP.

CPB has called Senate amendments "attack" on its mandate and charged that, with all

"Where Things Stand" continues on page 77.

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be tested in January. Under the terms of the partnership, stations are not required to test the show in order to keep the option to pick it up if it goes to series. In the case of the first two test programs, Dauphinee said he believes a majority of the stations involved will carry both programs, although a few stations may not have room for the programs on their schedules. ☐

Viacom goes video, game that is

Company will produce syndicated children's show based on Nintendo line of home video games

Viacom Enterprises last week announced a new one-hour children's show whose characters are based on popular videocassette games made by toy-manufacturer Nintendo. The show, to be syndicated for the fall of 1989, is directed at children ages 6-17.

Viacom said it would ask stations for a two-year commitment and that the local "split" of advertising time would be decided once the station lineup was set. Viacom will keep five minutes of advertising to sell.

Despite the origination of the concept, Henry S. Schleiff, chairman and chief executive officer of Viacom's entertainment and broadcasting groups, and one of those announcing the show last week in New York, said that *Super Mario Brothers Power Hour* was not a toy-driven show: "The (Nintendo) games are already successful...they don't need us." Viacom executives added that Nintendo would not be making any commitments to place spot ad buys on stations that pick up the show, as is done on some other toy-related shows.

Viacom and DIC Enterprises, the animation company also involved, will pay a royalty fee to Nintendo, but the Japanese-based toy company won't have any equity interest in the show, nor will Viacom and DIC get any money from toy sales. One connection between the show and the toys, according to one source, is that new characters may be introduced on the basis of the various cassettes' popularity as measured by advanced chip orders. Nintendo has already licensed action figures to Hasbro. Nintendo's videocassette games were said to already be the market leaders, having sold 52 million cassettes at about $40 each and 11 million control decks at around $100. The announcement said that Nintendo cassette games were already in 25% of the homes containing the target demographic.

Andy Heyward, president of DIC Enterprises, said that one-third of the show would be live, and would serve as "bumpers" for the remaining animated part of each hour, made up of four segments based on various cassette characters. The live portion, to be produced by Steve Binder, producer/director of *Pee Wee's Playhouse*, would also include celebrity cameos. Heyward described the show as "very fast, very hip, very irreverent." Schleiff added there was no intention to make the show itself interactive: "That's kind of a passing gimmick." ☐

Season starts, sort of: NBC, Olympics win

The 1988-89 prime time season has, and hasn't started. The number crunching and statistical comparisons have begun, but the programing hasn't. The first week of the new season (ended Sept. 25) didn't look at all like a premiere week. Rather, it was a week of races and starting gates—for the networks' to capture TV households, for U.S. Olympians to capture the gold, and for the presidential candidates to capture the voters and the White House.

NBC won the week with an 18.4 rating and a 32.1 share. ABC came in second with a 10.7/18.2. CBS trailed with 9.8/16.5. Last season's averages were: 16.4/28.1 for NBC, 14.6/25.0 for CBS and 14.2/24.4 for ABC.

The presidential debates dominated Sunday night, and thereby took 90 minutes out of the evening's ratings and share averages. The rest of the week was dominated by the Olympics on NBC, and by movies and repeats on CBS and ABC.

NBC won every night of week one with its Olympic coverage, but, those winning numbers were still below the expected viewing levels for the events, and below those registered by ABC four years previous.

On a positive note, NBC's winning numbers for each night were higher than those registered by the network during last year's first week of the season. Thursday night proved the only exception. Last year, Thursday's powerful fall lineup pulled in a 25.3/41.7 for the network. This year, Olympic coverage mustered a 19.7/33.4.

As might be expected, ABC and CBS negotiated the week with very little new programing to broadcast. Between them, the two networks broadcast 26 repeats, six movies, one football game and 10 specials or new installments of regular programing.

CBS's evening averages were down for each night of the week, compared to last year's opener, but stayed closest to its previous opening week on Monday night, delivering a 14.5/22.7 this year and a 16.5/26.8 last year. The movie, *A Stranger Waits*, delivered a 15.4/24 at 9-11 p.m., the best numbers for a movie during the week.

ABC had a better night this year on Thursday—up 1.2 rating points over last year—due in part to the tactic of broadcasting one hour of *Growing Pains* from 8 to 9 p.m., as well as to the absence of *Cosby* on NBC. (*Pains* aired three different times during the week.) Saturday also returned better numbers for the network—up 2.1 rating points to an evening average of 8.2/15.2. Telecast number two of *Perfect Strangers* and the first of two *Who's the Boss?* installments did that.

The combined three network averages were down from last year, standing at 13.2/22.5 by Sunday, Sept. 25. Last year's premiere week—which had only one repeat broadcast, that of the theatrical movie "Splash,"—averaged a 15.1/25.8.

The two most obvious reasons for the decline in ratings numbers were the repeats and the 90 minutes taken out of Sunday's averages due to the debates. The third reason, and probably of most concern, could be a continued erosion of network viewership, although it is still too early to tell. Prime-time viewership tends to move up to one of its first peak levels around the fifth week of the season, in late October, fall off somewhat after that and then pick up steam again around week 15, after the first of the year.

While not a representative week for the fall season—which itself will not figure to be a representative season—the statistics for this opening week delivered almost five million fewer households than last year. The combined rating for the three networks represents 38.9% of the total 90.4 million TV households. Last year, the combined rating represented 45.2% of the then 88.6 million TV households.

	Nielsen	Net
1.	20.1/36	N Olympics, Thursday
2.	19.6/38	N Olympics, Saturday
3.	19.5/37	N Olympics, Friday
4.	18.2/33	N Olympics, Sunday-2
5.	18.1/32	N Olympics, Wednesday
6.	16.9/30	N Olympics, Tuesday
7.	16.8/29	N Olympics, Monday
8.	15.4/24	C CBS Monday Movie
9.	15.3/24	A Head of the Class, Tues.
10.	14.5/24	A Growing Pains, Tuesday
11.	13.9/23	A Growing Pains, Thursday
12.	13.9/26	N Olympics, Sunday-1
13.	13.7/24	A Growing Pains
14.	13.6/24	C 60 Minutes
15.	13.5/22	A Head of the Class
16.	13.1/22	C Murder, She Wrote
17.	12.9/21	A Monday Night Football
18.	12.8/21	C Newhart
19.	12.3/19	C Cavanaughs
20.	12.1/20	A ABC Tuesday Movie
21.	12.1/19	C Debate Analysis
22.	11.7/19	C Equalizer
23.	11.2/20	A Full House
24.	11.0/19	C Wiseguy
25.	10.9/18	A ABC Thursday Movie
26.	10.0/19	A Perfect Strangers
27.	9.9/17	A Mr. Belvedere
28.	9.8/15	A 1988 Debate Analysis
29.	9.8/17	C CBS Friday Movie
30.	9.7/16	A Who's the Boss?
31.	9.7/17	A 20/20
32.	9.6/16	A Just the Ten of Us
33.	9.6/18	A Perfect Strangers, Sat.
34.	9.6/15	F America's Most Wanted
35.	9.3/15	C CBS Thursday Movie
36.	9.2/15	C B. Bunny: All Amer. Hero
37.	9.2/14	F Married...With Children
38.	9.1/16	A Perfect Strangers, Sunday
39.	9.1/17	A Who's the Boss?, Saturday
40.	8.5/15	A R. Dangerfield Special
41.	8.5/14	C CBS Tuesday Movie
42.	8.4/15	A Mr. Belvedere, Sunday
43.	8.3/15	A Cadets
44.	8.2/14	C Live! Dick Clark Presents
45.	7.9/13	A Best of SCTV
46.	7.5/12	C 48 Hours
47.	7.3/11	F Gary Shandling Show
48.	7.0/13	C Beauty and the Beast
49.	6.6/13	A Gary Shandling-Las Vegas
50.	6.2/11	F 21 Jump Street
51.	6.0/11	C Bodywatching
52.	5.8/9	F Tracey Ullman Show
53.	5.2/10	C West 57th
54.	4.6/9	C First Impressions
55.	4.4/8	C Frank's Place
56.	4.0/8	F Reporters
57.	3.3/6	F Duet
58.	3.2/6	F Beyond Tomorrow

A = ABC C = CBS N = NBC F = Fox

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57th Year 1988

NTIA's blueprint for the 21st Century

Knight-Ridder bails out

Vol. 115 No. 15

Broadcasting Oct 10

Debate panelists

SQUARING OFF . . .

Vice Presidential candidates Dan Quayle and Lloyd Bentsen held first and only debate of campaign in Omaha last week. Television and Radio were there to capture the sometimes heated exchange.

PAGE 35.

LOOKING AHEAD . . .

NTIA Report on telecommunications in the year 2000 says that communications policymakers must substitute competition for regulation so that broadcasters have a place in the crowded media future.

PAGE 36.

DOWN TO THE WIRE . . .

With a week to go in the hundredth Congress, communications issues, including satellite and children's TV legislation, remain unsettled.

PAGE 40.

36/FOR SALE

Knight-Ridder announces that its eight television stations are on the block.

38/COSBY KICKOFF

Cosby debut in syndication opens to mixed reviews, with ratings higher than lead-ins and predecessors but lower than some had projected.

39/ LATE 'LATE SHOW'

Fox drops its low-rated nighttime offering. It also announces a spring debut for its third night of programing, with Monday and Wednesday possible candidates.

41/WARC WORK

At international meeting in Geneva, parties develop geostationary orbit plan for fixed satellite services.

43/DAYTIME DOLDRUMS

Network TV revenues are down during the day. Among the reasons offered are a lack of clearances, cable competition and the adoption of peoplemeters.

44/PRODUCTION INFLATION

Program producers complain that the costs of creating TV shows, on a steady rise for a number of years, show no signs of stopping. Many firms are moving their productions out of the U.S. and overseas to control costs through co-productions.

47/OLYMPIC SHORTFALL

Lower-than-promised ratings for NBC's Olympics coverage has forced network to provide millions in makegoods with the result being a "marginal" profit.

48/HIGH ROLLERS

Among the highlights of the annual Atlantic Cable Show in Atlantic City is Ted Turner's launch of TNT.

49/BIRDS FLY

GE Americom signs a contract worth about $100 million with Alaskan long-distance carrier Alascom to launch two C-band satellites. It also files applications with the FCC to launch replacements for cable birds Satcom F3R and F4.

49/HIGH ON WIRELESS

Wireless Cable Association meets in Washington confident that it has carved a niche in the programing delivery universe.

51/TOP OF THE DIAL

Arbitron's summer radio ratings show top stations in L.A. and New York unchanged, while Chicago sees a veteran comeback. Additional late-breaking market leaders can be found in "In Brief," page 88.

52/50th ANNIVERSARY

It will have been 50 years ago Oct. 30 that the CBS Radio War

THE WAR OF THE WORLDS™

50TH ANNIVERSARY PRODUCTION

of the Worlds broadcast took much of the nation inadvertently by surprise. Much activity is attending that anniversary.

55/MIGHTY MIP

Annual international TV programing show in Cannes expected to break attendance records. Among the throng are some six dozen American exhibitors out for their share of the Western European programing dollar.

56/TOGETHERNESS

The growth in European TV outlets has led to an increase in U.S. co-productions with France and Italy, in addition to old and new British alliances.

58/SOVIET UNION

U.S. Broadcasters and government communications officials found some common ground in talks with their counterparts in the U.S.S.R. but sticking points, like jamming and interference, remained unsettled.

61/SMPTE CENTER STAGE

High-definition TV will be the focus of the communications engineering community at their annual convention in New York, set to begin Oct. 15.

64/CABLE REPORT

Congressional survey from Senator Howard Metzenbaum (D-Ohio) holds that cable competitors are being denied programing. Government Accounting Office report on cable rate increases also released.

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applicants, clarifying standards broadcasters must meet to win "renewal expectancies" and reconsidering criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

To gather evidence of "extortion" in comparative renewal and petition-to-deny processes, National Association of Broadcasters has sent questionnaire to members and, to insure confidentiality of survey, has hired accounting firm to collect and organize responses.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action this fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (Broadcasting, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (Broadcasting, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (Broadcasting, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view.

At present, not only FCC regulations and 1984 Cable Act, but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T, is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

National Cable Television Association and California Cable Television Association have asked FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such a move. But FCC officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Appropriations bill (J.R. 4782), which appears on its way to law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Direct Broadcast Satellites

■ Already mode of program distribution in Japan and moving fast in Europe, high-power seems to me that television stations might very well benefit, rather than be hurt, by a competitive TV industry in which telephone companies were a strong competitor:

■ A competitive cable industry would make all cable systems less likely to charge a fee to local TV stations for carrying their signals, as some existing cable operators have proposed to do.

■ A competitive cable industry would give local TV stations another outlet for carriage of their signals and should make it less likely—in an era without must-carry rules—that local stations would be dropped.

■ Telephone company fiber optic technology may ease the TV industry's transition to high-definition transmissions by allowing television stations to transmit their signals with high-definition quality more quickly than would be possible by relying on over-the-air technology alone.

With regard to the First Amendment, surely television stations won't try to argue that the government should muzzle telephone company speech. After years of fighting against government restrictions on broadcaster speech, television stations should be embarrassed to contend that the government should regulate telephone company speech. The First Amendment right to speak freely applies to everyone—even to the many cable operators who today have a monopoly in their local communities.—*Rodney L. Joyce, Ginsburg, Feldman & Bress, Washington (whose clients include telephone industry interests).*

Public interest kudos

EDITOR: Your Sept. 19 profile of Andy Schwartzman, current director of Media Access Project, was enjoyable and informative. Its reference to him as "one of a vanishing breed of public interest lawyers specializing in communications law" is accurate, as many former public interest lawyers are "now basically mainstream."

Therefore it is important that some mention should be made of other long-standing public interest law firms that remain active in the communications field. For example, Citizens Communications Center—whose name is found in many landmark rulings—is now part of Georgetown University Law Center's Institute for Public Representation and recently appointed a new director, as it continues to work before the FCC and the courts. Similarly, New York Law School's Media Law Clinic conducts an active public interest communications practice. And there are more.

Public interest law organizations such as these perform a valuable function that complements the work done by Media Access Project. Perhaps the critical point to emphasize is that they all represent the views of important segments of the public that would otherwise go unrepresented. Even if we might disagree with these views, the expense of letting them "vanish" at the FCC or in court might well invite greater public criticism of the media and more congressional involvement in broadcast regulation.—*Harvey J. Shulman, Washington.*

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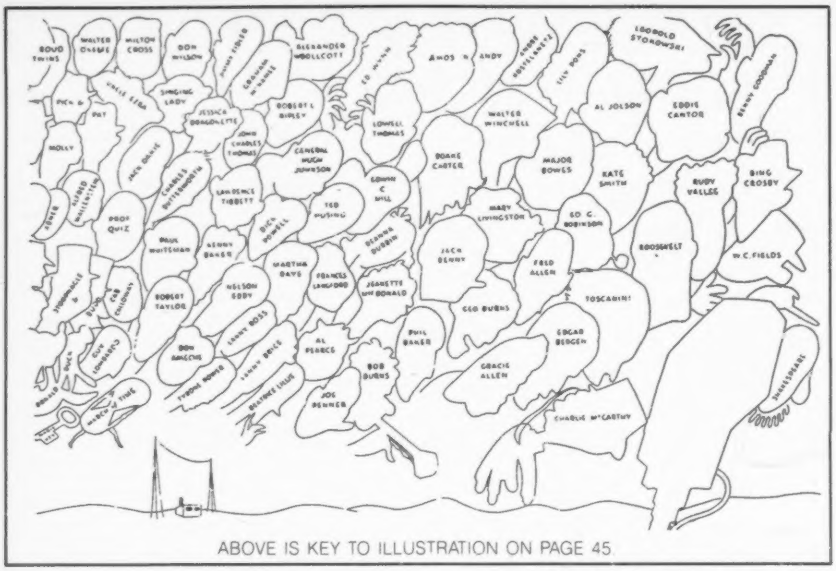
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DONALD DUCK
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TYRONE POWER
BEATRICE LILLIE
JOE PENNER
GRACIE ALLEN
CHARLIE McCARTHY
SHAKESPEARE

ABOVE IS KEY TO ILLUSTRATION ON PAGE 45.

increasing amounts of entertainment programing will be produced overseas and in partnership with foreign producers as a way of solving the deficit problem. "Of our six one-hour series," said Harris, "we are doing five outside of the U.S. for cost control purposes." He added, "That is something I'm not so sure is accomplishable in this town [Hollywood] on a regular basis." Two of those series involve co-ventures being produced in Australia.

Paramount is producing both *Mission Impossible* and *Dolphin Bay* at the Village Roadshow Studios in Brisbane, Australia. The former, scheduled to debut Oct. 23 on ABC, is a co-venture among Paramount, ABC and Australia's Network Nine, which will also broadcast the program. Paramount and Network Nine are also co-venturers in *Dolphin Bay*, along with CBS, which will use the program as a midseason replacement. In both instances, the programs meet Australian content requirements, which enable Paramount to charge a higher license fee to Network Nine.

Gradinger noted that New World is also in the co-venture business to ease the deficits associated with program production. The upcoming ABC adventure spoof, *A Fine Romance*, is a joint effort of New World, Phoenix Entertainment and England's London Weekend Television. The program is being produced in London and has one British star (Anthony Andrews) and several British writers and producers associated with it.

"The 1990's appear to be ready for a truly significant cultural revolution in television," said Gradinger. "Foreign co-production money, partnerships and investment will become commonplace. Foreign money will mean foreign influence. Foreign producers, writers, directors and actors will be in the

Week two, sort of: NBC wins, ABC takes news

According to Nielsen, Oct. 2 marked the end of week three of the 1988-89 television season. But for the three networks, the week might more aptly be called "week zero"—or "week 52-plus-two." All three networks agree on when the end of the 1987-88 broadcast year occurred: Sept. 18, 1988, but the startup for '88-'89 is causing some disagreement.

Typically, memoranda circulated by the networks that report the national standings for prime-time programing list the current week number. The memos are still circulating, but the listing for the season's week number has disappeared—at least at ABC and CBS. NBC began counting down the weeks for the current season on Sept. 19 and lists Sunday, Oct. 2, as the last day of week two.

In any case, according to an ABC memorandum, NBC took the week with a 17.5 rating and a 29.8 share. ABC came in second with a 12.3/20.6 and CBS followed with an 11.2/18.6. Last year, the week ended Oct. 4 also went to NBC with a 17.4/29.2. CBS was second, with a 13.2/22.2 followed by ABC's 12.8/21.4.

Week two's battle for evening news went to ABC's *World News Tonight*, when it posted a 10.0/20 over CBS's and NBC's 9.8/20 and 9.8/21. A year ago, the news numbers were: CBS, 11.2/23; NBC 10.1/21, and ABC, 9.6/20.

The HUT level (homes using television) for week two stood at 59.4, representing 53.7 million households. Last year, the HUT level was 59.6 (52.8 million households).

There was a break in the weather for CBS and ABC during the week. NBC's Olympic coverage experienced some falloff in the ratings numbers—and thereby let CBS's *60 Minutes* pull into fourth place with a 17.5/29, above the fifth-ranked Wednesday Olympics broadcast (17.2/31). CBS's Sunday movie, "Cocoon" ranked sixth for the week (17.1/31), followed by ABC's Sunday offering, the made-for, *Liberace* (16.8/27). CBS's *Murder, She Wrote* came in eighth with a 16.7/26.

NBC's Friday coverage of the Olympics ranked ninth (16.4/32), while the Saturday coverage came in 10th with a 16.3/33. The closing events for the Olympics ranked 23rd with a 12.3/20.

Nielsen	Net	Show	Nielsen	Net	Show	Nielsen	Net	Show
1. 19.3/32	N	Olympics, Monday	20. 13.1/21	C	CBS Thursday Movie	39. 9.0/15	C	Live! Dick Clark Presents
2. 18.9/34	N	Olympics, Tuesday	21. 12.8/22	A	Growing Pains, Tuesday	40. 9.0/16	C	Wiseguy
3. 17.6/31	N	Olympics, Thursday	22. 12.3/19	C	CBS Monday Movie	41. 8.5/14	A	Mutts
4. 17.5/29	C	60 Minutes	23. 12.3/20	N	Olympics Closing	42. 8.2/15	C	Beauty and the Beast
5. 17.2/31	N	Olympics, Wednesday	24. 11.7/19	C	Newhart	43. 7.9/13	C	Equalizer
6. 17.1/31	C	CBS Sunday Movie	25. 11.3/17	A	Perfect Strangers, Sunday	44. 7.5/12	F	America's Most Wanted
7. 16.8/27	A	ABC Sunday Movie	26. 11.2/17	C	Cavanaughs	45. 7.4/13	A	Mr. Belvedere, Sunday
8. 16.7/26	C	Murder, She Wrote	27. 11.1/18	A	Comedy Club Special	46. 7.3/11	F	Married...With Children
9. 16.4/32	N	Olympics, Friday	28. 11.1/18	C	CBS Tuesday Movie	47. 7.1/13	C	CBS Saturday Movie
10. 16.3/33	N	Olympics, Saturday	29. 11.0/18	A	Who's the Boss? Sunday	48. 5.7/10	F	21 Jump Street
11. 15.4/27	A	20/20	30. 10.6/19	A	Just the Ten of Us	49. 5.6/10	C	Frank's Place
12. 15.0/24	A	Head of the Class, Thurs.	31. 10.5/19	A	Full House	50. 5.4/10	C	First Impressions
13. 14.6/25	A	Growing Pains, Thursday	32. 10.5/18	C	CBS Friday Movie	51. 4.8/7	F	Gary Shandling Show
14. 13.8/22	A	ABC Tuesday Movie	33. 10.4/18	A	Mr. Belvedere	52. 3.7/6	F	Tracey Ullman Show
15. 13.7/22	A	Monday Night Football	34. 10.4/20	A	Who's the Boss? Saturday	53. 3.6/7	A	Lyndon Larouche in '88
16. 13.5/22	A	ABC Wednesday Movie	35. 9.9/16	C	Girl... Red Truck, C. Brown	54. 3.5/7	F	Reporters
17. 13.4/22	A	Head of the Class	36. 9.4/17	A	ABC Saturday Movie	55. 2.9/5	F	Beyond Tomorrow
18. 13.3/21	A	Head of the Class, Tues.	37. 9.2/15	C	48 Hours	56. 2.8/5	F	Duet
19. 13.1/23	A	Growing Pains	38. 9.1/17	A	Perfect Strangers			

* indicates premiere episode

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In Brief

Vandalism, threats and court actions replaced negotiations last week, second week of Teamsters strike against Alliance of Motion Picture and Television Producers. Los Angeles court on Wednesday Oct. 5, granted restraining order to Lorimar, MTM/CBS and Stephen J. Cannell studios limiting Teamsters' striking activities. Defendants listed on restraining order are Local 399 (studio transportation drivers), International Brotherhood of Electrical Workers Local 40 (studio utility employes) and Local 724, affiliated with Laborers International Union of North America, AFL-CIO. Several studios reported vandalism and threats against studio employes, including vandalism at Stephen J. Cannell studios where production of *Hunter* and *Sonny Spoon* was halted on Monday, Oct. 3, due to bomb threats, slashed tires, sabotaged brake lines and trailer hitches, as well as physical assaults and death threats against Cannell employes. Injunction against Teamsters orders that strikers should not "engage in, attempt to engage in, or threaten physical violence or harm to the person or property of any of plaintiffs' representatives, visitors, invitees, suppliers, employes, contractors or customers...." Restraining order also prohibits strikers from blocking entrances through placement of objects or assembling in front of entrances or exits. Two sides are still deadlocked over proposed wage rollbacks and workweek guidelines. Alliance originally requested $2.61 wage rollback for some transportation drivers. Nicholas Counter, AMPTP president, said the alliance has modified original demand and now is offering combination of decreased rollback and wage freezes. Alliance is still holding fast to demand that Saturday and Sunday work be paid like work on Monday-Friday, instead of double-time which is current policy.

□

News/talk KGO(AM) **San Francisco**'s age 12-plus audience share dropped from 8.4 to 7.1 but maintained number-one spot in shaken market, according to just-released summer 1988 Arbitron book (see page 51). In head-to-head **Boston** market, contemporary hit WXKS-FM dropped from 8.6 to 7.1, tying for the number-one spot with talk WRKO(AM), which dropped from 7.7 spring 1988 share. **Washington** market saw country WMZQ-AM-FM maintain top spot with share rise from 7.3 to 7.6. **Houston-Galveston** urban contemporary KMJQ(FM) held first place position with rise in share from 8.8 to 9.3.

□

As promised, **Representative Tom Tauke** (R-Iowa) **introduced "Television Self-Regulation Act,"** bill that would lift antitrust restrictions and enable broadcasters to adopt industry code on programing practices. Last June, Tauke said he would offer legislation that would allow National Association of Broadcasters to revive its industry code. NAB dropped code in 1982 following court ruling that it was violation of antitrust laws. Tauke, in statement released with bill, said code will alleviate problems of government regulation of content. "Through a new code, broadcasters could effectively address many of the problems that have vexed lawmakers and regulators for decades: the appropriate amount of advertising during programs, including children's programs, the curbing of portrayals of violence, even the responsibility of news and public affairs programs to present more than one side of important issues." Code would be voluntary, but Tauke said FCC could take station's compliance with code into account at license renewal time. With Congress slated to adjourn this week, bill's future is in question.

□

NBC is offering to buy out contracts of as many as 140 camera operators, satellite system operators and other technicians. Majority of offers are being made to those in network's operations and technical services division, with other offers being made to those at news and station group divisions. Joe Rutledge, NBC director of corporate communications, said that fewer employes were needed after sale of radio division and "winding down" of election coverage. Employes have until Nov. 10 to decide whether to accept offer.

□

BMA Corp. is seeking to sell its two television stations, KTXL Sacramento, Calif., and KDVR Denver. Company has retained investment bank of First Boston Inc. to evaluate two Fox-affiliated UHF stations and to solicit proposals for their purchase. Vernon Voorhees II, president of BMA subsidiaries that operate stations, said: "I am interested in being considered a potential buyer, and BMA is aware of that." Two stations were on market in 1985, but no buyer was found. In last week's announcement, BMA said it expected to generate from $70 million to $85 million from sale of properties, which have book value to BMA of $30 million. Company said sale reflected "BMA's ongoing efforts to increase shareholder value," as well as effort to focus on company's core businesses, insurance and medical testing laboratory. Television stations reported combined 1987 operating loss of $2.5 million on revenue of $35.1 million. For first six months of 1988, stations lost $48,000 on revenue of $19.6 million.

□

Pegasus Broadcasting Inc. has agreed to sell WTVM(TV) Columbus, Ga., to American Family Broadcast Group for $45 million. Seller is Northbrook, Ill.-based group of one AM, one FM and four TV's, headed by Christopher J. Brennan. Buyer is Columbus, Ga.-based group of seven TV's headed by Leroy Paul. Deal is anticipated to close by year's end, pending FCC approval. WTVM is ABC affiliate on ch. 9 with 284 kw visual, 52.5 kw aural and antenna 1,650 feet above average terrain.

□

Warner Communications, as expected, **has filed appeal to ruling blocking its acquisition of Lorimar Telepictures.** Hearing on appeal will take place week of Nov. 21, according to Warner spokesman.

□

Source at Tele-Communications Inc. said **TCI and Comcast plan to file petition for reconsideration at Connecticut Department of Public Utility Control,** which has turned downed companies'

Cable ratings up slightly in third quarter

Buoyed by Lifetime, the prime time ratings for eight basic cable networks increased slightly in the third quarter of 1988, rising 0.2 in total. Figures for Nickelodeon, Nick at Nite, MTV, VH-1, and FNN were not available. Lifetime, which recorded the largest jump, attributed its increase to the introduction of Cagney & Lacey in February, and a better movie lineup. Its figures do not include its Sunday lineup of medical programing.

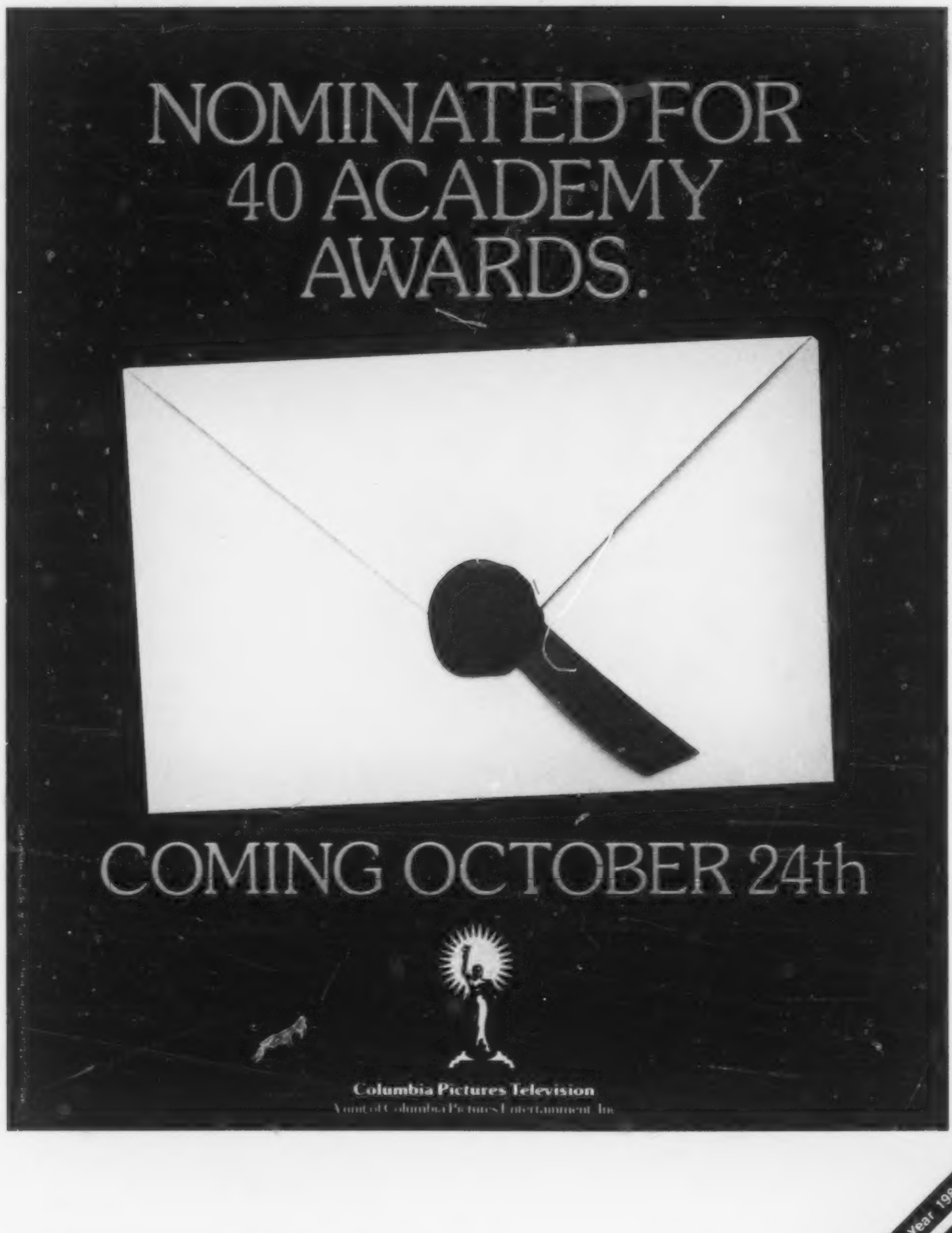
	Prime time rating				*Full schedule rating*			
	3rd quarter '88 (Households)		*3rd quarter '87 (Households)*		*3rd quarter '88 (Households)*		*3rd quarter '87 (Households)*	
WTBS	2.6	(1,189,000)	2.5	(1,031,000)	1.6	(749,000)	1.5	(628,000)
USA	1.7	(777,000)	1.7	(664,000)	0.9	(400,000)	0.9	(348,000)
ESPN	1.6	(783,000)	1.8	(768,000)	N/A	N/A	0.7	(312,000)
CNN/Headline	1.4	(656,000)	1.5	(630,000)	0.9	(416,000)	1.0	(421,000)
Lifetime	1.2	(502,000)	0.8	(273,000)	0.6	(247,000)	0.5	(178,000)
CBN	1.0	(424,800)	0.9	(334,900)	0.8	(332,200)	0.8	(297,000)
Nashville	0.9	(369,000)	1.1	(382,000)	0.4	(185,000)	0.6	(196,000)
Discovery	0.7	(242,200)	0.6	(135,600)	0.4	(138,400)	0.4	(90,400)
A&E					0.9	(310,000)	0.7	(191,000)*

* Gross average audience, sum of A&E's two four-hour programing blocks. ESPN numbers supplied by another network. CBN's prime time numbers are from 7 p.m. to midnight. Its full schedule ratings are for 18 hours.

C1750-1
10/19/88

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 17



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Vol. 115 No. 16

Broadcasting Oct 17

Who's up, doc? . . . Candidate supporters—spin doctors—are on hand to give reporters "right slant" on second and final presidential debate they had just witnessed. **PAGE 27.**

Wrapping up . . . It's down to wire on several communications issues now before 100th Congress, which is staying in session in hope that compromise on antidrug bill will emerge. **PAGE 29.**

Technology today and beyond . . . BROADCASTING's special report examines futures of new technologies being developed for broadcast and cable television and radio, including HDTV, fiber, automation and digital tape standards. **PAGE 35.**

28/LIBEL THREAT

Dukakis campaign responds with warning of libel suit against radio and print ads being run by National Rifle Association about candidate's position on gun ownership. Stations carrying advertisements are also told that they are not immune from legal action.

31/STANDARD PROCEDURE

NBC submits new HDTV standard—rival to 1,125/60 high-definition television system, which has long been de facto American standard.

32/TARTIKOFF REUPS

NBC programing whiz, Brandon Tartikoff, signs new multi-year contract with network that gives him more money and added programing responsibilities and production opportunities.

30/SQUARE OFF

FCC Commissioner James Quello and Chairman Dennis Patrick are divided over territorial limits on syndicated exclusivity. With those two at odds, it may be up to currently uncommitted Commissioner Patricia Diaz Dennis to settle issue.

54/'LA BAMBA' PLUS

Columbia Pictures Television begins its big promotional push for Columbia Showcase I, its latest film package, including such hits as "La Bamba," "Karate Kid II," "Stand By Me" and "Roxanne."

55/GTG'S LATEST TINKERING

GTG Entertainment brings in former managing editor of *Entertainment Tonight* to head its struggling *USA Today: The Television Show.*

53/REAL PEOPLE

Once populated with animated characters, children's programing increasingly is becoming domain of live-action formats built around such flesh-and-blood individuals as Pee Wee Herman and Ed Grimley (played by comedian Martin Short, above). Included in changes are charges that Nielsen's peoplemeter system does not accurately reflect viewing by younger children.

56/NETWORK EROSION

One predicted fallout of 1988 writers' strike appears to be materializing: early returns suggest networks' combined viewership in prime time is off for first weeks of 1988-89 season.

66/DROP OUTS

United Cable, Turner Broadcasting and Home Box Office drop bid for European satllite service.

72/ROLE CHANGE

Former NCTA President Bob Schmidt speaks out for Wireless Cable Association.

74/DIAL C FOR CABLE

At 91st annual USTA meeting in New York, participants agree legislative-regulatory separation of delivery systems for telephone companies and cable carriers will be dissolved by year 2000—if not sooner.

95/SHARING THE DREAM

United Artists Entertainment's Stewart Blair has led that company through a period of bullish acquisition, in the process, trying to give his employes "a piece of the dream."

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

■ *Solid box denotes items that have changed since last issue.*

AM-FM Allocations

NAB and other broadcast groups, in comments on FM translator inquiry, urged FCC to reject proposed expansion of service to allow for local origination by translators. Commission was asked to insure that rules establish translators as secondary services to fill in underserved areas of full-powered stations and not as "low-power FM" stations.

FCC received mixed reviews in comments on rulemaking to authorize FM's to use directional antennas and to permit allocation of stations in short-spaced positions. NAB was among those opposed, saying that an increase in FM directional antennas would lead to AM-ization of FM band. Some broadcast groups, however, favored providing more flexibility for FM broadcasters seeking suitable sites to locate transmission facilities. FCC has no plan to change table of FM allotments.

FCC asked for comment July 20 on two technical proposals to improve AM radio coverage through reduction of interference. Proposals were developed by National Radio Systems Committee (NRSC), joint National Association of Broadcasters-Electronic Industries Association effort. FCC is also seeking comment on proposals to allow class A stations to increase maximum power from 3 kw to 6 kw, proposed by New Jersey class A FM Broadcasters, and on counter proposal by NAB to allow 60% of class A's to double power. NAB opposes New Jersey plan because of possible interference to class B and C FM's. FCC has also proposed intermediate C3 FM station class (25 kw maximum ERP, antenna height, 100 meters) for most of U.S.

Western hemisphere countries on June 2 concluded second and final session of conference to plan use of 100 khz of spectrum added to AM band that had ended at 1605 khz. FCC is in midst of inquiry designed to help it determine how to use 10 new channels. Commission has indicated some channels will be reserved for national licensees. Target for implementation of spectrum plan is July 1, 1990.

Cable Regulation

■ National Cable Television Association is trying to maintain status quo in cable regulation, much of which is based on Cable Act of 1984 and Copyright Act of 1976.

Motion picture industry and independent broadcasters have been pushing for stricter regulation of cable until there is more competition in delivering cable programing to homes. House Commerce Committee Chairman John

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White House Cabinet Committee on Cable looked at the media landscape of the future. With less than 15 years until the 21st century, perhaps it's time to do so again. But this time with an urgent recognition that America's stake in communications and information is directly related to both our economic and political future as a nation. This, I suggest, is what ought to be on top of the nation's public policy agenda to insure America's leadership in the global communications age.—*John M. Eger, former director, Office of Telecommunications Policy, now an international communications consultant.*

Fond farewell

EDITOR: On Oct. 7, 1988, at 5:30 p.m., WNBC(AM) New York left the airwaves—the culmination of a decision that was made almost 10 months ago to sell the NBC Radio stations.

I wish to express my thanks to the managers and staff at the station for their professionalism and their positive attitude; also to our many clients for their support, and to the WNBC air talent—their commitment and their dedication never waivered.

Heartfelt thanks to everyone who shared the last moment of WNBC Radio.—*Peg Kelly, vice president and general manager, WNBC(AM) New York.*

Strong on spots

EDITOR: It's been some time since a letter to your magazine suggested that a heavy spot load turns off listeners. But then we read the words of Stan Lichtenstein from Hayward, Calif. ("Open Mike," Sept. 26).

Stan says: "Listeners just won't listen to triple spot breaks and 20-plus commercial units per hour." Stan manages a noncommercial radio station. I own a commercial radio station.

Every bit of research I've seen indicates listeners like ads and lots of them. While driving across southern Minnesota recently, I caught three hours of Steve Cannon's highly listenable afternoon drive show on WCCO(AM) Minneapolis. During that time, I didn't hear one record. What I heard was interesting chatter, some humor, weather, news, sports and a ton of ads. The time flew.

Lichtenstein mentions KGO(AM) San Francisco as an exception to failing AM's. I add WCCO(AM), WGN(AM), KMOX(AM), WTMJ(AM) and probably thousands of others in small and medium markets across the country. All those stations carry a heavy spot load.

It's been my observation that the following are against a heavy spot load: traffic people, copywriters, programers, disk jockeys, station bookkeepers and, of course, Stan Lichtenstein and other noncommercial radio people.

The answer to AM and, as far as that goes, FM, is not to play one more record than the guy across town. It is to provide entertaining programing supported by a strong commercial schedule to pay the freight.—*Rick Charles, president and general manager, WRJG-AM-FM Mauston, Wis.*

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rating and a 33 share, followed by ABC's 10.7/18 and CBS's 9.8/17. In week two, NBC averaged a 17.5/30, while ABC scored a 12.3/21 and CBS an 11.2/19.

For the first two weeks of the new season, NBC is ahead with an 18.3/31, followed by ABC's 11.6/19 and CBS's 10.5/18. A year ago, after two weeks, NBC led with a 16.9/29, CBS was second with a 13.9/24, and ABC was a close third with a 13.5/23. Thus, after two weeks, NBC is up about 8% in rating, while ABC is down 17% and CBS is down 25%.

The level of homes using television for the first two weeks of the season is flat—59.2% this year, compared to 59.2% a year ago. Thus, with roughly the same number of homes tuning in, viewers continue to take advantage of alternative viewing options, including cable and syndicated programing on both independents and network affiliates.

Network executives tend to downplay the long-term impact of the strike on the medium, as do producers, who suggest that perhaps those suffering the most were the writers themselves, as well as the thousands of Hollywood community workers providing support services to the makers of films and television programs. "I don't predict any long-term erosion as a result of the strike," said Ted Harbert, vice president, prime time, ABC Entertainment. Early in the season, he suggested, there will likely be some "odd fluctuations" in viewing levels, depending on audience tuneouts of the many repeat shows, as well as acceptance or lack thereof of the fresh interim strike programing.

In the first week of the season, NBC took the top seven programs in prime time, all of them coverage of the summer games from Seoul. Six repeat comedies also made it into the top 20 shows of the week, as did one repeat movie, a one-hour drama repeat, an episode of *60 Minutes* and a *Monday Night Football* game. The highest-rated original entertainment show was *The Cavanaughs*, a comedy on CBS (canceled last season but brought back because of the strike), which ranked 20th. Two other series, designed as interim strike programing, CBS's *Live! Dick Clark Presents* and *First Impressions*, finished 43rd and 51st, respectively, out of a total of 52 prime time programs for the week.

For the short term—specifically, new shows debuting over the next two months—writing teams will be scrambling furiously to get scripts in final form. "Things are definitely not back to normal," said Patrick Faulstich, vice president, motion pictures for television and mini-series, CBS Entertainment. "Everyone was predicting a flood of material into the market" once the writers' strike was settled, he said, the assumption being that many writers would be slaving over their word processors at home while out of work.

In the case of some producers, the strike was a blessing in disguise. Grant Tinker, president, GTG Entertainment, offered that two of the three pilots his company produced for CBS, though picked up as series, were not up to the level of quality he wanted. They were *The Van Dyke Show*, scheduled to bow Wednesday, Oct. 26, at 8 p.m., and *Raising Miranda* (formerly known as *Close to Home*), slated to debut Saturday, Nov. 5, at 8:30 p.m. "We were not happy with either of those first efforts," said Tinker. "And we've gone back and started over, an opportunity we would not have had if not for the strike." □

Cable unit. MCA has formed a new division, MCA TV Entertainment, to produce original programing for basic and pay cable, as well as home video. The new unit will be headed by Tom Thayer, president; Ned Nalle, executive vice president, creative affairs; Jim Watters, executive vice president, production, and Bob Kelley, senior vice president, business affairs. The new division, based in Universal City, Calif., will oversee production of *The New Leave it to Beaver*, currently on Supertation WTBS(TV) Atlanta, as well as 10, two-hour made-for-TV movies for cable service, USA Network, which is one-half owned by MCA. The cable production unit will also oversee production of the new *Lassie* series, although it has not yet been determined where that show will be carried.

Week three goes to NBC; CBS takes news

The sort-of season continues: NBC took week three (ended Oct. 9) with a 15.0 rating and a 24.9 share. ABC came in second with a 13.4/22.8, and CBS closed out with a 12.4/20.7. That's a combined rating and share of 40.8 and 68.4, respectively—down from last year's combined closeout of 44.7/74.6. (The network particulars for that week were NBC, 16.1/27.1; CBS, 15.1/25.2, and ABC, 13.4/22.3.)

Part of the reason for the drop: The Wednesday evening broadcasts of the vice-presidential debates, which are unrated. ABC and NBC tied for first place with a 13.8 rating on Wednesday, down about 2.7 rating points each from last year's numbers. CBS, on the other hand, lost a full 7.6 rating points compared to its 15.0 rating for the night the year before. A repeat broadcast of a Bugs Bunny special at 8 p.m. (7.9/13) and a *Wiseguy* repeat (7.4/13) starting at 10:08 p.m. couldn't muster the audience against ABC's *Growing Pains* (11.2/20) and the second game of the National League playoffs (12.2/20), nor against NBC's repeat of a *Night Court* special (12.2/20) and an *Unsolved Mysteries* preview (14.9/25).

In addition, evening averages were down for most of the week. The low Wednesday night numbers pushed three out of the 21 possible evening averages (seven nights for three networks) down from a year ago. But of the remaining 18 possible chances for ratings improvements, only six came through.

ABC performed better this time on Monday night than a year ago, with ***Burning Questions?*** earning a 10.3/17 and ***Monday Night Football*** taking in an 18.1/31. NBC improved its Monday numbers with ***ALF*** (18.3/29), ***Hogan Family*** (18.1/28) and the made-for movie ***The People Across the Lake*** (17.3/27). Only CBS upped its evening average on Tuesday night with *High Risk* (13.5/22) and the TV movie *Jesse* (19.4/31), which ranked number six for the week. Only ABC did better on Thursday night, boosted to a 14.3/22.8 average by broadcasts of the second game, and pre-game show, of the American League playoffs. Friday night was worse for all three networks, while this season's Saturday night lineup on NBC gave the network a 17.3 rating for the night. Finally, ABC improved its Sunday night average, from a 12.4 to a 13.6, with the latter coming from a 16.1/27 average for game four of the National League playoffs, and from an 8.5/15 for the network's new *Incredible Sunday*.

The tally of nightly wins shows NBC taking Monday, Thursday, Friday and Saturday, and tying with ABC for Wednesday. CBS won Tuesday and Sunday. ABC settled for the Wednesday tie.

The news numbers for the week put CBS on top with a 10.2/20, over ABC's 9.9/21 and NBC's 9.6/20. Last year, it was CBS on top in news with an 11.4/23, over NBC's 9.5/20 and ABC's 9.2/18.

	Nielsen □	Net □	Show
	24.2/40	N	Cosby Show
	22.7/36	N	Different World
	21.6/37	N	Golden Girls
	19.9/35	N	Empty Nest
	19.8/31	N	Dear John
	19.4/31	C	CBS Tuesday Movie
	18.3/29	N	ALF
	18.1/31	A	Monday Night Football
	18.1/31	C	60 Minutes
	18.1/28	N	Hogan Family
	18.1/30	N	Tonight Show 26th Anni
	17.3/27	N	NBC Monday Movie
	16.9/30	N	Amen
	16.6/26	C	CBS Sunday Movie
	16.4/27	A	N.L. Playoffs, game 1
	16.1/27	A	N.L. Playoffs, game 4
	15.6/24	C	Murder, She Wrote
	15.4/29	N	Hunter
	15.1/24	C	CBS Monday Movie
	15.0/25	N	NBC Sunday Movie
	14.9/25	A	A.L. Playoffs, game 2
	14.9/22	N	Super Bloopers and Jokes
23	14.9/25	N	Unsolved Mysteries
24	14.7/27	N	227
25	14.5/26	N	NBC Friday Movie
26	13.5/22	C	High Risk
27	12.5/23	A	A.L. Playoffs, game 3
28	12.2/28	A	N.L. Playoffs, game 2
29	12.2/20	N	Night Court, special
30	12.0/20	C	CBS Thursday Movie
31	11.8/21	A	N.L. Playoffs, pregame 1
32	11.3/20	A	Growing Pains
33	11.3/21	N	Sonny Spoon, preview
34	10.9/20	C	Seven Wonders-Circus
35	10.6/17	N	Magical World of Disney
36	10.3/18	A	A.L. Playoffs, pregame 2
37	10.3/17	A	Burning Questions?
38	10.2/17	A	N.L. Playoffs, pregame 4
39	9.5/18	A	20/20
40	9.5/17	C	CBS Friday Movie
41	9.5/15	C	Newhart
42	9.4/15	F	America's Most Wanted
43	9.1/16	A	N.L. Playoffs, pregame 3
44	9.0/16	A	Mr. Belvedere
45	9.0/17	C	West 57th
46	8.8/14	C	48 Hours
47	8.7/14	N	Summer Olympics Review
48	8.5/17	A	A.L. Playoffs, pregame 3
49	8.5/16	A	Full House
50	8.5/15	A	Incredible Sunday
51	8.5/17	A	N.L. Playoffs, pregame 3
52	7.9/13	C	Bugs Bunny, Conn. Rabbit
53	7.9/12	C	Cavanaughs
54	7.4/14	A	Perfect Strangers
55	7.4/13	C	Wiseguy
56	7.4/11	F	Married... With Children
57	7.3/13	C	Simon and Simon
58	6.1/10	F	21 Jump Street
59	5.8/10	C	Live! Dick Clark Presents
60	3.8/6	F	Gary Shandling Show
61	3.7/7	F	Reporters
62	3.5/5	F	Tracey Ullman Show
63	3.1/5	F	Beyond Tomorrow
64	2.5/4	F	Duet

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Vol. 115 No. 17

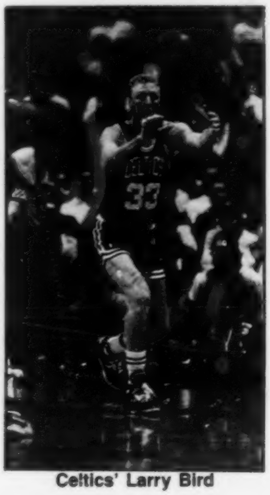
Broadcasting Oct 24

Hill action...

Hill action... Hundredth Congress passes TVRO and children's ad bills as it prepares to adjourn. **PAGE 27**; 101st Congress will see reprise of unresolved communications issues. **PAGE 28.**

The rights stuff...

Professional basketball continues to make its presence felt in Fifth Estate, with NBA rights fees climbing and ad rates rising. Then there is host of college preseason and playoff games on broadcast TV and national and regional cable services. Survey of rights picture, followed by team-by-team breakdown of NBA rightsholders, begins on **PAGE 35.**



Celtics' Larry Bird

Self-promotion...

Self-promotion... On-air promotions for ABC, CBS and NBC begin, with three networks collectively using up more than $1 billion of their own air time running about 21,000 separate commercials. **PAGE 30.**

31/WAITING FOR THE HITS

In what program analysts say is one of worst seasons for new first-run programs, no hits have emerged from new batch of shows.

32/ABC'S OF ABC

Among topics Capital Cities/ ABC executives discuss with press are peoplemeters; possible $20 million loss from mega mini-series *War and Remembrance* and new segment for *World News Tonight with Peter Jennings*.

45/COMING UP

Next round of syndicated programs includes several talk shows, some children's animation projects, game shows and reality-based programs, in addition to court show from dick clark productions and weekly sports magazine program.

48/HEAT IS ON

Wireless cable operators see medium making headway in its struggle to secure rights to offer cable programing services to its subscribers. There is still way to go before medium has all programing it needs to compete with, or at least effectively complement, conventional cable.

50/UP AND UP

Two surveys released by NAB and BFMA show radio salaries and national/regional advertising rising.

51/RENEWAL REFORM

In comments to FCC, broadcasters and others argue that license renewals should be based on station's programing and that cap should be put on comparative renewal settlements to stem "abuses."

52/DECISION ON FRANCHISE FEES

U.S. district court judge in San Francisco supports Century Federal's claim that city of Palo Alto, Calif.'s cable franchise fee is unconstitutional.

55/GOING FORWARD

Revisions to Warner Communications-Lorimar Telepictures merger agreement change stock exchange ratio and provide for further financing of Lorimar before deal closes.

55/TVB: NOW AND THEN

Television Bureau of Advertising examines second straight year of mid-single digit revenue growth and growing competition from other media for that money.

57/TISCH'S KEY TO PROSPERITY

CBS President and Chief Executive Officer Laurence Tisch says broadcast television networks will prosper if they effectively nurture and promote programing that audiences want to see.

58/MIPCOM '88

American program industry takes to MIPCOM TV market in growing numbers. Satellite TV, co-productions and obtaining rights are among issues facing international gathering.

63/RADIO SALE

After 30 years in radio business, Roger Neuhoff agrees in principle to sell Eastern Broadcasting Corp. for about $65 million.

64/SMPTE TAKES MANHATTAN

Meeting at Jacob Javits Convention Center in New York City, members of Society of Motion Picture and Television Engineers attending group's 130th technical conference and equipment exhibit hear call for standardization.

87/THRILL OF VICTORY

Aaron Daniels, former Olympian and current president of ABC Radio Network, has brought that competitive spirit to broadcast medium.

DEPARTMENTS

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Patrick has acknowledged that abolishing it for carriage of local stations would create practical problems.

Reexamination of license on Capitol Hill failed to materialize despite introduction of legislation. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered bill (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20).

Crossownership

- *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift crossownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at July 20 meeting, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. Comments are due Dec. 1.

FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, although not programing of their own, in NTIA's view.

At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T are seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable.

Resolution now pending in House calls on Congress to wrest jurisdiction from Greene and eliminate barriers. Measure has backing of House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly/one-to-a-market—FCC Chairman Dennis Patrick, speaking at NAB radio convention Sept. 16, said he favors some relaxation of duopoly and one-to-a-market rules and that record in current rulemaking supports such move. FCC is expected to take some action on relaxation at open meeting this week, but how far it will go is uncertain.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ Total Radio	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ Total TV	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ Total LPTV	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Direct Broadcast Satellites

- Already mode of program distribution in Japan and moving fast in Europe, high-power Ku-band direct broadcast satellite delivery of television programing directly to homes will become reality in U.S. in 1990's, Hughes Communications has said. Hughes proposes "1992 time frame" launch of 200-watt Ku-band direct broadcast satellite. Higher power—10 times higher than current fixed satellite service birds—says Hughes, will enable reception of video programing by only one-foot downlinks.

Holding FCC construction permit for that DBS bird, Hughes says prices for DBS consumer receiving units will be competitive with other consumer TV reception systems, thereby making for potential nationwide direct-to-home television broadcasting market much larger than current two million C-band home dish market. Hughes's plan will go to GM for approval by end of year.

(Before end of year, FCC hopes to rule on April 8 round of five new applications and three modifications of already granted construction permits to operate satellites offering up to 32 channels in each of eight orbital slots in DBS arc.) GE Americom could beat Hughes to punch, launching 60-watt Ku-band DBS bird, Satcom K-3, as early as January 1990. GE Americom, like Hughes, is trying to bring together "business system," including programers and cable operators, to launch K-3 and K-4 (both already under construction), to provide service to both cable industry and home dish owners, with cable likely retailers. Sixty-watt power, it says, means consumer dishes as small as three feet will be able to receive its DBS signals. In 1985, with 45-watt Ku-band birds, Satcom K-1 and K-2, already in orbit in fixed satellite service arc, GE entered joint venture, Crimson Satellite Associates, with HBO. Crimson has not yet attracted cable programers other than HBO to Ku-band distribution, but said recently that other programers have signed options to use K-3 once it is launched. HBO currently transmits via K-1, in addition to its C-band feeds (BROADCASTING, July 18).

Hughes says GE service would only be "interim" step toward its 200-watt service. However, programers could begin GE's DBS business immediately, at first on K-1 or K-2 and eventually migrating to K-3 (to be launched in January 1990), instead of waiting for Hughes to launch its DBS bird.

One applicant, Advanced Communications, and interested party, Washington-based Wireless Cable Association, filed petitions June 17 to deny construction permit to another applicant, Tempo Satellite. Petitions argued that Tempo's parent company, top multiple system cable operator Tele-Communications Inc., has "monopoly power" and that "horizontal concentration of ownership within cable" means firms like TCI "can use their leverage over cable program suppliers to impede development of competitive technologies."

Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects of House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employes of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employes.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employes are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

High-Definition TV

In late November, Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, will move into tempo-

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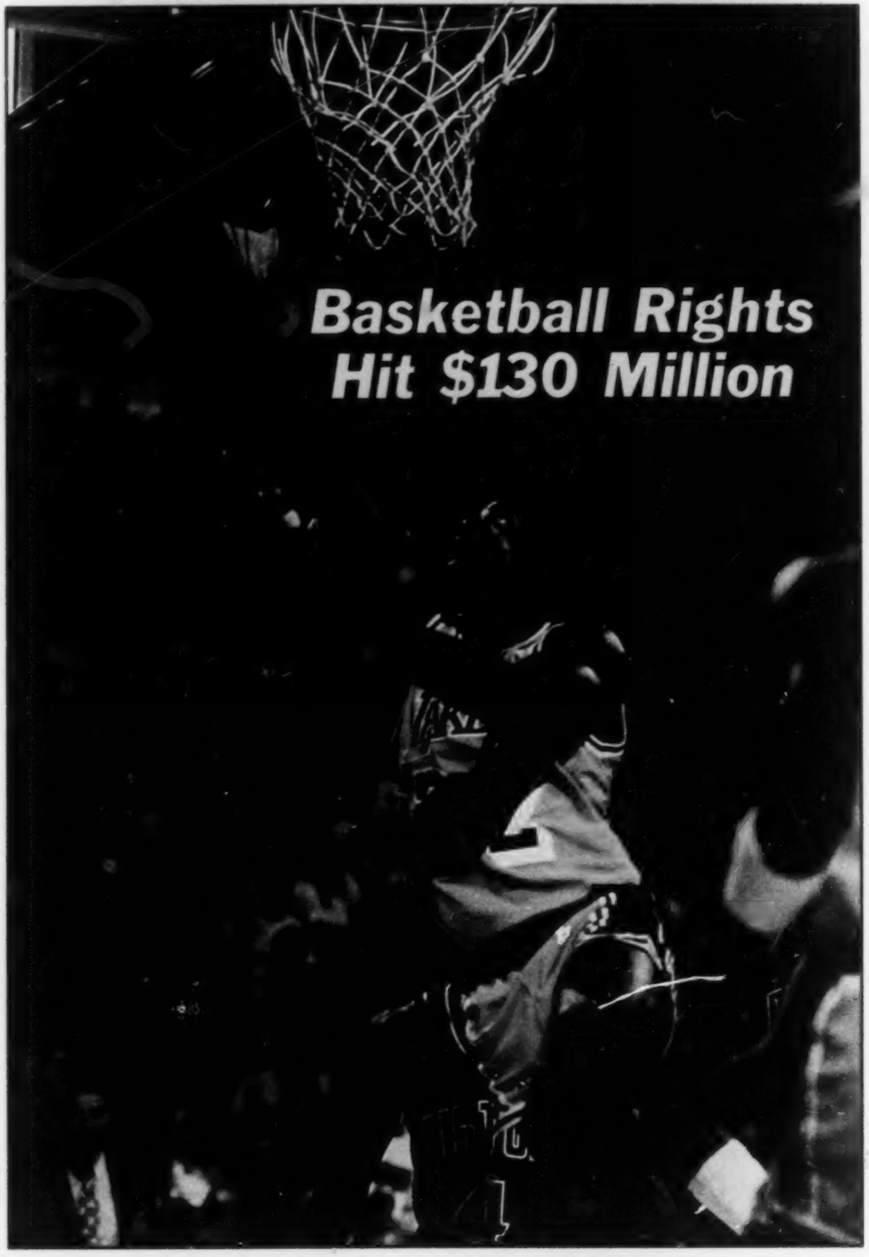

Basketball Rights Hit $130 Million

Local and national rights payments to the NBA will likely total more than $130 million this year, spurred by increased interest in the league by viewers and advertisers.

The most recent indication of the viability of basketball is the contract that superstation WTBS(TV) signed for this year and next. It will pay $50 million over those two years, double the total rights payments of its previous two-year deal. CBS-TV is in the third year of a four-year, $173 million deal with the league. The two networks total payments to the NBA will be $68 million for the '88-89 season.

Using the past two years of local rights fees for television, cable and radio as a yardstick—$50 million in 1986-87 and $63 million in 1987-88—total payments for this coming season will approach, and likely pass, the $130 million figure.

Between the 1986-87 and 1987-88 seasons, local TV rights fees increased from $23 million to $29 million (a 26% increase); regional cable rights fees increased from $16 million to $19 million (a 19% increase) and local radio rights fees increased from $11 million to $15 million (a 27% increase). Last season's $63 million total for local television-cable-radio rights constitutes a 26% increase over the $50 million garnered the previous season.

The 1988-89 total for local NBA rights will presumably increase, even if there is no increase in rights fees, because of the addition of two new teams, the Miami Heat and the Charlotte Hornets. Both teams have finalized agreements to distribute their games locally via radio and broadcast and cable television (see capsules, page 39). The 1989-90 season will bring further expansion with the additions of the Minnesota Timberwolves and Orlando Magic.

One factor affecting this year's rights payments will be the steady ratings increase for the NBA over the past six seasons. Because of that ratings rise, many of the teams are retaining their rights and selling most or all of the spots within the games themselves. Indeed, rights holders across the board report their inventories 80% to 100% sold in advance of the season.

According to NBA broadcast coordinator, John Kosner, average CBS and WTBS ratings increased 20% between the '83-84 season (7.1) and the '86-87 season (8.5). Last season's ratings dipped to an 8.1, the NBA said, in part due to three weeks of winter Olympics coverage on ABC last February. On the local level, said NBA broadcasting director Ed Desser, single-market TV ratings also shot up an average of 17% between the '83-84 and '87-88 seasons.

And according to Nielsen, average audience percentages of U.S. TV households and average shares had climbed steadily over the five seasons previous to last season for the NBA special events, particularly the championship series. Although playoff ratings are up slightly, from a 6.7/22 in 1983 to 7.5/23 in 1987, ratings for the championship series have soared from a 12.3/26 in 1983 to a 16.7/35 in 1987. The average audience percentage and share for regular season games were virtually flat during that period, although the number of games aired by CBS has increased.

"It's hard to say how much the peoplemeter [introduced during the 1986-87 season] played into the ratings increase," said Desser. Some observers said the peoplemeters more fully reported male viewing of sports than had the Nielsen diaries, thereby skewing the numbers higher (BROADCASTING, Oct. 19, 1987). "Certainly, when you have a 20% increase, a number of factors must be responsible," he said. "Better scheduling, better time periods, consistency, excellent production...terrific games and promotion" also contributed, he said. On the cable side, he added, "there is also a learning curve," as more people find the NBA on superstation WTBS(TV) Atlanta.

WTBS said its regular season ratings rose 26%, from a 2.3 to a 2.6, between the '86-87 and '87-88 seasons, when peoplemeters replaced the diary system. There was a 20% increase in the playoff numbers, from a 3.7 to a 4.4 over the same period.

As it did last season, CBS will carry 15 regular season games, the NBA All Star Game and about 20 playoff games, depending on the length of each playoff series. CBS will also carry the best-of-seven-games championship series. Jay Rosenstein, CBS vice president, sports programing, said there is "no question, the NBA is a valuable and healthy product." But "I wouldn't want to begin to speculate," he said, on what that value might do to rights fees next time around.

On cable, superstation WTBS(TV) will carry 50 regular season games, 26 playoff games and a three-hour "All Star Saturday" (the day before the All Star game), which will include the Schick Legends Classic (old-timers game), American Airlines-Sheraton Long Distance Shootout (three-point contest) and Gatorade Slam Dunk Championship. In the pre-season, the superstation will carry two days of games from a McDonald's-sponsored tournament in Madrid involving the Boston Celtics.

The NBA is happy with the present broadcast-cable split of its national package. As to what the next television contract will look like, Desser said, "we would not rule anything out, including more cable outlets. [But] our basic philosophy has been 'less is more'. Staying with limited outlets has produced impressive results. We've avoided a gluttonous situation. There is a desire for each national game to be a special event and also to complement local carriage. You have to be aware of the impact on your bread and butter...gate revenue."

Cable: Widening the share

WTBS's carriage of 50 regular season and at least 26 playoff games in the first year of its new NBA contract involves a doubling in price over its last contract. However, Don McGuire, vice president, TBS Sports, said "we will make money" because advertising rates will be adjusted correspondingly. "The market for NBA is so strong," said McGuire, "it's grabbing so much attention. Advertisers are standing in line to be a part of that."

WTBS's ratings for basketball have steadily climbed since its first year with the NBA in 1984-85. The regular season and playoff average has climbed from a 2.3 then to a 3.5 last year. The playoffs were even stronger, scoring a 4.4 rating, or 2,100,000 homes, in '87-88. The June 1 matchup between Boston and Detroit scored an 8.8 rating and delivered 3,980,000 homes, the highest figures ever for a sports event on basic cable.

Those increases help fuel increases in advertising rates. McGuire acknowledged the significantly higher rights costs saying,"we may not make as much as before, but we will make money." He said TBS would want to be part of the NBA even if it didn't make money, for the identity it brings. For instance, the Marriott hotel chain added TBS to its in-room television lineup last year on the strength of the service's NBA package.

Lou LaTorre, senior vice president, sales, Turner Entertainment Networks, said "sales are tremendous" for the NBA. WTBS is sold out for the fourth quarter, and 75% sold for the first quarter, he said. Miller Beer, as exclusive beer sponsor, remains the largest advertiser, he said, and Wendy's has been added as the exclusive fast food advertiser.

The regular season kicks off on Nov. 4 at 8 p.m. with the Los Angeles Lakers and the Dallas Mavericks in a rematch of last year's conference finals. Skip Caray and Bob Neal will handle the play-by-play this year, with Rick Barry and Steve Jones returning to do color commentary.

More and more NBA games are also showing up as a staple on cable regional sports networks. There will be 679 NBA (almost exclusively away) games on local TV this year, while regional cable outlets will carry 638 games, almost all of them home games. Only eight teams report no regional cable deals.

The NBA's Ed Desser said basketball is "still a gate revenue-driven sport," with as much as half the league regularly selling out its home games. But for teams not reaching that goal, he said, regional cable sports channels provide a "means of extending the box office...When you can't sell tickets, maybe you sell pay-per-view or a package in a cable context."

College ball: National coverage

CBS will pay about $55 million for its college basketball schedule, including $4 million for exclusive national rights to the Big East Conference. The network will carry 23 regular season games this year (eight more than last season), 10 of those games involving teams from the Big East.

But CBS's focus is the NCAA tournament, where it has first pick from 63 NCAA tournament games, usually the final 33, said NCAA communications director, Jim Marchiony. Over the past two seasons, tournament ratings have been 10.5 and 10.1, and tournament championship game ratings have been 19.6 and 18.8, while ratings for 23 regular season games have been 4.5 and 4.2.

NCAA Productions usually produces and syndicates 30 first-round games (late Thursday and Friday nights), he said, and ESPN carries about 20 of those. Syndicated carriage of those games has increased steadily, reaching 168 stations last season, he said. For the past few years, the association has made a 50-50 barter agreement split with broadcasters for carriage of early tournament games.

NBC will carry 19 games this season, including three regular season Atlantic Coast Conference games and the ACC championship game. NBC also gets its pick of five Notre Dame games and four DePaul games, including the one when they play each other.

In its third year of carrying college basketball, ABC will increase its schedule to 20 games, from 11 games two years ago and 14 games last season, a schedule "interrupted," said spokesman Mark Mandel, by the winter Olympics. Because of NBC's exclusive contract with the Atlantic Coast Conference (ACC) and CBS's exclusive contract with the Big East, said Mandel, ABC believes that this year's network exclusive carriage of the Big 10 "would give us a lift."

Not only has the regular season drawn fewer viewers than the NCAA tournament, but regular season ratings declined steadily since 1983, from a 5.2% average U.S. TV households to 4.2% last season on CBS. NBC has seen an even steeper decline (5.5% in 1983 to 3.3 % in 1987). CBS's tournament and championship ratings, on the other hand, have remained stable over the past five years—scoring in the 10 rating/25 share range for the tournament and 19/30 for the championship. Regular season averages for last season (before the NCAA tournament) showed ABC moving past NBC into second, behind CBS.

In general, syndicators and college conference spokesmen say the broadcast networks get first pick of the most important games in each conference. Local stations follow at second in the pecking order. Then come the national cable services (including ESPN, USA Network, FNN-SCORE, superstations and, next year, possibly, CNBC). Many, and in ESPN's case most, of those games are cable exclusive, except in the local markets of the two teams, where local broadcasters retain the exclusive rights to the game. Regional cable sports, said the syndicators, generally get last pick.

College on cable: An equal share

The cable king of college basketball carriage continues to be ESPN, which will carry 211 games this season, including 173 regular season contests plus tournament action that includes NCAA regional men's matchups and regional and semi-final women's action. Most of the games will be cable exclusive, except for local blackouts, with ESPN estimating that between 75% and 80% aren't in other syndication packages or blacked out locally.

The season begins with Tennessee-Chattanooga vs. North Carolina on Nov. 18 as part of the Big Apple NIT tripleheader. ESPN will also carry the Hall of Fame Tipoff Classic (Kentucky vs. Duke), the Great Alaska Shootout and the Big Maui Classic in November.

During the regular season, ESPN will feature teams from 29 conferences including more games from western conferences for prime time on the West Coast.

The keystone of the schedule will be ESPN's Monday doubleheader, featuring the Big East and Big Ten. In January and February, ESPN will carry double or tripleheaders on Monday, Wednesday, Thursday and Saturday.

The network will carry selected conference tournament games through March. On March 17, for instance, ESPN will carry nine games, five live and four tape delayed from the NCAA men's first round action. The season ends with the NCAA women's semi-finals on March 31.

Jack Bonanni, senior vice president, of advertising sales for ESPN, said interest in basketball has been "incredible...More and more advertisers want basketball," he said. ESPN is "basically sold out" for the fourth quarter, he said, with double digit increases. That is compounded by a small but still increasing household reach, giving ESPN an even greater increase in ad dollars. The mainstays, such as the automobile dealers, are back this year, said Bonanni, along with Nike and Paine Webber, among others.

Last season, ESPN scored a 1.7 overall rating, and a 1.9 rating in prime time, the fourth consecutive year its prime time ratings rose. "The Big Ten really helped our numbers," said Bonanni.

Mike Patrick, Bob Carpenter, Tim Brando, Roger Twibell, Jim Kelly and Mike Gorman will handle the play-by-play, while Dick Vitale, Larry Conley and Bill Raftery will provide color.

USA Network will carry 20 college games this year, down from the 32 it carried last year. Its season begins with the tournament of champions the weekend of Dec. 2-3, which will feature Temple, Missouri, Arizona and North Carolina. USA will carry the semi-finals and finals. USA's seven-game December schedule runs on weeknights. Starting in January, the games are scheduled for Sunday night.

FNN/Score will carry 35 regular season college basketball games this season plus the Big South finals, the semi-finals of the Southern Conference and the quarter finals of the ACC. Since FNN has extended its programing into weeknight prime time, Score will only be seen on Friday night, through year's end, and on Saturday and Sunday in 1989. Score carried 56 games last season.

WGN-TV Chicago will carry 26 college basketball games featuring DePaul (16) and Notre Dame (10) games this season. WGN-TV carries the games not picked by NBC-TV.

Black Entertainment Television carries college basketball on Saturday beginning in January. In addition to seven regular season games of black schools, BET will carry games from tournaments and post season action of several black conferences.

The national cable college basketball field may even grow by one. CNBC is scheduled to launch in the first quarter and the service plans to carry sports on the weekends. Several sources among the syndicators report ongoing negotiations with CNBC to carry basketball. CNBC said if basketball is carried, it will only be one of many events, along with interviews, profiles and analysis of all sports. And a spokesman said it was unlikely any current NBC games under contract would appear on CNBC this season.

Syndication: Scarcity vs. exposure

As in college football, there is a concern among syndicators about the overexposure of college basketball, which is affecting the ratings. "There are a lot of paradoxes," said Raycom Sports Inc. Executive Vice President Ken Haines. "The more games out there, the more risk there is of ratings drops and of [carriers] stepping on each other. But the colleges want exposure for recruiting, alumni support and the fans...Lay on top of that dilemma another question: Does TV affect the gate?"

The trend has been toward fewer syndicators, and the consolidation among those remaining continues this fall with a new joint venture between Raycom Sports Inc. and Rasmussen Communications. They will carry a package of Big Ten Conference games, to which Rasmussen holds the broadcast rights. Raycom, holding the rights to ACC, Big Eight, PAC-10 and Metro Conference basketball, has extended by three years its joint venture with Jefferson-Pilot Teleproductions to carry the ACC through the 1993-1994 season.

Raycom and J-P are in the third year of a five-year $35-million deal for the ACC, which averages out to $875,000 in rights fees paid

Coast to coast hoops

ABC Radio Network

NBA: All-Star game and best-of-seven-game NBA championship finals.

ABC-TV

College: 20 regular season games featuring exclusive Big Ten games and championship games from three other major conferences—Southeastern, Pacific-10 and Big Eight.

BET

College: Seven regular season games and tournament action from black college conferences.

CBS-TV

NBA: 15 regular season games and approximately 20 play-off games, depending on how long each best-of-series lasts. **College:** 23 regular season games including 10 exclusive Big East conference games. Final 33 NCAA tournament games through Final Four and championship.

ESPN

College: 211 games including 173 regular season games featuring teams from 29 conferences and 20 first-round NCAA tournament games.

NBC-TV

College: 19 games including three regular season ACC games and ACC championship, five Notre Dame and four DePaul games.

FNN-SCORE

College: 35 regular season games and Big South conference tournament finals.

WTBS(TV) Atlanta

NBA: 50 regular season games and 26 playoff games; preseason tournament in Madrid featuring Boston Celtics and three European teams and All-Star Saturday, with Slam Dunk and Long Distance Shootout contests.

USA Network

College: 20 games, featuring December Tournament of Champions hosted by University of North Carolina, Charlotte.

WGN-TV Chicago

College: 26 regular season games from independents DePaul (16 games) and Notre Dame (10 games).

each year to each of the eight ACC teams. That figure is on par with some NBA teams.

But rights figures are not always a good indication of the sport's health on the college level, said Haines, because in the majority of cases, the syndicators have made revenue-sharing agreements with the conferences. And in most cases, Raycom barters advertising time with stations, leaving themselves able to sell time to advertisers in multiple regions. With everyone sharing time and revenue, the fees paid by the broadcasters and cable services do not translate to the whole worth of the product, said Haines. The fees, however, said Haines, are in a "slow rise, maybe a little ahead of inflation."

On the advertising front, teams are joining forces to focus control at the conference level. By selling entire conference broadcast rights to syndicators like Raycom and Creative Sports Marketing, the individual teams assure themselves wider exposure, not only to all the markets in the conference region, but to national broadcast and cable television network audiences—a boon to recruiting, alumni support and fan attendance.

Some conferences control the scarcity themselves. Mike Tranghese, associate commissioner, the Big East conference, which retains its rights, said that if the Big East Television Network were to produce only 10 Syracuse games for the Syracuse market, the result would likely be ratings around 27; on the other hand, producing 20 games for that market, including nonSyracuse conference games, would produce ratings of only nine or 10.

For syndicators, it is the combination of reach and ratings that is attractive to advertisers, said Haines. Because Raycom may be producing several games at one time, advertisers can reach 70% of U.S. homes by purchasing spots across all Raycom's games. "You put a local game on in the local area, and it is almost always going to beat the national game. That is where our success lies. We're able to sell to national advertisers as easily as the networks," he said. To date, Raycom is 75% sold out, with advertisers including Anheuser Busch, General Motors, Apple Computers, Piedmont Airlines, Ford Motor Co. and Pepsi.

Radio: Team exposure

ABC Radio's new two-year contract to carry the NBA All Star Game and the championship series is the only radio network carrying the NBA. It will be the third year ABC has carried the All Star game and the fifth time it has carried the finals. On the local level, most teams will get full season carriage but no rights fee for their games.

For the eighth consecutive year, CBS Radio will broadcast the NCAA regional semifinals and finals, the "Final Four" and the championship game. The network's NCAA coverage, which begins on March 23, is produced in conjunction with Host Communications, Lexington, Ky. Tentatively scheduled announcers for this year's games include Marty Brennaman, Quinn Buckner, Ted Davis, Ron Franklin, Caywood Ledford, Ted Robinson and John Rooney. The national championship will be broadcast live on April 3 from the Kingdome in Seattle. CBS coverage will also include three women's games: two national semi-finals on March 31 and the national championship on April 2.

In addition to the games, CBS will present two call-in talk shows: Selection Sunday, an NCAA playoff preview scheduled to air on March 12, and the Eve of the Final Four, set for March 31.

Mutual Broadcasting will provide 12 major college basketball games over nine weeks, with doubleheaders making up the last three weeks. The network's broadcasts, which are scheduled to begin Jan. 8, are negotiated in agreements with the individual colleges and not with the NCAA. Coverage will include Tony Roberts doing play-by-play and former NBA player Bob Lanier providing color.

College basketball on local radio and on regional radio networks, however, is healthy. A total of 243 games played by teams in the Missouri Valley conference, for example, will be heard on local radio stations this season; local radio will carry 240 Sunbelt Conference games and 187 Big West (formerly the Pacific Coast Athletic Association) games.

This "Special Report" was written by Peter Lambert, Matt Stump and Rich Brown.

Georgetown University's Charles Smith puts one up against Seton Hall.

The National Basketball Association

Atlanta Hawks

WGNX(TV), which holds the broadcast TV rights in a one-year deal, will air 32 road games. John Sterling will be play-by-play announcer, and Walt Frazier will provide color commentary. (Prior to the 1984-85 season, Turner Broadcasting System, which owns the Hawks and cable superstation WTBS(TV) Atlanta, broadcast most of the Hawks games over WTBS. Beginning with the 1984-85 season, however, TBS has televised a national NBA package over its superstation and has sold the local rights to WGNX.)

Last year, 15 games were offered on a pay-per-view basis over Prime Cable, the cable service serving 157,000 subscribers in Atlanta. A spokesman for the team said that response to last year's games was excellent, but a decision has not been reached about whether to offer a similar deal this season. A decision is not expected to be made until February 1989.

WGST(AM), which holds the radio rights and is in the final year of a three-year deal, will carry all pre-season, regular season and playoff games. Its coverage began with the Oct. 14 game against the Boston Celtics in Worcester, Mass. WGST is the originating station for a network of 30 stations. John Sterling will call the games when he is not doing so for WGNX; otherwise, that job will be handled by Steve Holman.

Boston Celtics

WLVI-TV Boston, in the fourth year of a five-year rights deal, will carry all road games on the Celtics' schedule this year, with the exception of those games picked up by CBS. Games will be called by Gil Santos (play-by-play) and Bob Cousy (color). WLVI-TV is the flagship station of a five-station network spanning three states.

In the eighth season of carrying the Celtics and in the second year of a 10-year contract, SportsChannel New England, the regional cable sports network with 975,000 subscribers in six states, will carry one exhibition game and 39 home games—all except those being picked up by CBS. Mike Gorman will do play-by-play and Tom Heinsohn will provide color commentary.

WEEI(AM), in the second year of a seven-year contract, will broadcast every game—pre-season, regular season and playoffs. WEEI is the originating station for a 55-60-station network covering 14 states. Johnny Most will again be the play-by-play announcer and Glenn Ordway will provide color commentary.

Charlotte Hornets

One of the NBA's two 1988 expansion teams, the Hornets have made an unusual deal in having a college sports syndicator, Creative Sports Marketing, handle the television distribution of the team's games. CSM and originating station WCCB(TV) Charlotte have arranged a nine-station broadcast TV network throughout North and South Carolina and Virginia, which will carry one home game—the season opener—and 30 away games, all featuring play-by-play announcer Gary Sparver and color commentator Mike Pratt. According to CSM, Katz Sports, in a 50-50 barter arrangement with the stations, has already sold 98% of the advertising inventory.

No regional cable agreement has been made yet, said CSM President Bray Cary. However, he said, a deal with Washington-based Home Team Sports, which reaches Charlotte, for 12 additional home games is a possibility.

All the Hornets' pre-season and regular season games will be heard over a 36-station radio network, headed by Jefferson-Pilot's WBT(AM) Charlotte. WBT(AM) Sports Director Steve Martin will call the plays and Gil McGregor will provide the color.

Chicago Bulls

Under a long-term rights contract, SportsVision, a regional cable network serving 1.4 million homes, will televise two pre-season and 36 regular season Bulls games (30 home, eight away).

WFLD(TV) Chicago, in the third year of a six-year contract, will broadcast 34 away games and, possibly, six "wild card" home games. WFLD's ability to broadcast the wild card games is dependent on how well the Bulls do in selling seats at Chicago Stadium.

Cary Jones, general manager of WFLD, said the Bulls telecasts turn a modest profit, but "everything could be better." Sales for the upcoming season are going "pretty well," he said, adding that, as of last week, 85% of the inventory had been sold.

WLUP(AM) replaces WMAQ(AM) as radio originator this year, having signed a two-year rights deal with the Bulls.

Jim Dunham and John Kerr call the games on television, and the audio portion of their telecasts constitutes the radio broadcast.

Cleveland Cavaliers

The Cleveland Cavaliers this year have retained their radio and television rights. A 30-station group of affiliates will carry the radio feed that the team will originate. Joe Tait, who handled play-by-play for last year's radio rights holder, WWWE(AM) Cleveland, will announce for the Cavaliers this year over WRMR(AM). The team will distribute all eight pre-season and 82 regular-season games.

This is the second year the Cavaliers have retained TV rights. Twenty road games will be shown on WOIO(TV) Shaker Heights, Ohio. Tait will handle play-by-play with former NBA forward Jim Chones as color commentator. On nights when Tait is announcing for television, Howard Kellman will fill his seat in front of the radio mike.

Sales are up this year, the team reports, with about 85% of both the radio and TV commercial time for the season sold. "We've worked out a deal with both the TV station and the radio stations to purchase the time slot, and then we turn around and sell all of the ads," the Cavaliers' Dave Dunbrowski said.

Dallas Mavericks

The Mavericks have signed a deal with KTVT(TV) Dallas to carry 63 regular season away games over the next three years. The station will carry at least 20 games this year, said Allen Stone, who handles the play-by-play for the team's telecasts and cablecasts. Last year the team put together a six-station television network throughout Texas, Oklahoma, Arkansas and Louisiana. Stone said seven stations are on the network this year, and more may sign. KTVT is a regional superstation, serving 3.5 million homes. WBAP(AM) Fort Worth is the sole radio outlet.

In both broadcast cases, the team retains the rights and sells the advertising. Stone said the Mavericks have been sold out for the past five years. The team has found selling advertising advantageous, since it ties the ads in with other promotions and premiums.

On cable, the team has a one-year deal with Home Sports Entertainment to carry 40 games (39 regular season and one pre-season). The other home game is in the CBS network package. HSE also handled distribution of four Maverick playoff games that were distributed to cable operators on a pay-per-view basis. (HSE is a regional pay service within Dallas and a basic service farther from the inner core market area.) Stone said the team was pleased with the PPV results, with some 55,000 buy orders over the four games. Cable systems price the games between $10 and $15 each.

Stone will be joined by Bob Weiss, former NBA player and coach, on the television broadcasts. Ted Davis will handle the radio play-by-play.

Denver Nuggets

This year the team retained its broadcast rights, opting to barter ad time to television broadcasters. Of the Nuggets' 40 away games, independent KTVD(TV) Denver will air 30 and KMGH-TV Denver will broadcast 10. The stations get 15 minutes per game to sell, and the team gets 20 minutes. In the Colorado Springs market, KXRM-TV will carry all 40 of the away games. For TV, the play-by-play announcer is Eddie Doucette, and color will be handled by Dan Issel. Previously (for 14 seasons), KWGN(TV) Denver has broadcast Nuggets games.

As for radio, KOA(AM) Denver will settle for exposure; its deal does not include any ad revenue. As in the past, it will broadcast eight pre-season games and all regular season and post-season play. Jeff Kingery will do the play-by-play, and Bob Martin is the color commentator.

Ratings for the Nuggets have been good, with an average of eight for the regular season and a 12 in post-season. According to Mitzi Swentzell, vice president of broadcast for the Nuggets, the team expects to double its television revenue under this new arrangement.

Detroit Pistons

Like last year, broadcast television coverage of the Pistons will be handled by WKBD-TV Detroit, although all television and radio rights are retained by the team. Home of the Pistons since the 1973-74 season, WKBD-TV is now in the second year of a two-year deal with the team. There are two affiliates that will take part of the station's schedule of 25 Pistons games. George Blaha will provide play-by-play coverage of the games. A color commentator has yet to be named.

Cable television coverage of 40 games will be handled by ProAm Sports (also known as PASS), which enters the first year of a multiyear deal with the team this season. Calling the games on cable will be be Fred MacLeod and Tom Wilson. WWJ(AM) Detroit enters its fourth year of Pistons coverage with George Blaha, a 13-year veteran, behind the mike providing the play-by-play (a color commentator has yet to be announced). The Pistons games are heard on a radio network of 18 stations.

A resolution of a conflict between WWJ(AM)'s University of Michigan schedule and the early part of its Pistons schedule has yet to be worked out.

Golden State Warriors

The Golden State Warriors have added a second television rights holder this season—Group W's KPIX(TV) San Francisco, the CBS affiliate in the market. The station has an initial two-year deal, calling for coverage of 18 regular season games this season. Independent station KICU-TV (ch. 36) San Jose, with two years left on its current Warriors contract, will reduce its game load to 22, from 30 telecasts last season. But with the addition of KPIX, the team is boosting its television coverage from 30 games last season to 40 games this season. The Warriors produce all of the games, with Roger Blaemire, vice president of marketing and broadcasting, serving as executive producer. Instead of straight rights deals, the team has what amounts to barter agreements with both stations, where the team retains and sells roughly one-fourth of the 27 minutes of advertising time per game, with the stations retaining and selling the balance. (Under the agreements, the team has the rights to the beer category and to some auto and soft drink sponsors, said Blaemire, with the stations selling most of the other accounts.) Among the television sponsors this season: Miller, Subaru, local Ford dealers and Jack in the Box. On the radio side, the Warriors have again this year bought time on KNBR(AM) San Francisco. The team retains the time within the radio broadcasts, but splits the pre-game, half-time and post-game spots with the station. Radio sponsors this season include Chevron, Michelin, American Airlines, Jack in the Box, California Lottery and Footlocker.

Houston Rockets

KTXH(TV) Houston holds the broadcast TV rights to 39 out-of-town regular season and five pre-season games, including all but one of the Rockets away games. Regional sports cable network Home Sports Entertainment will carry all but one of the 40 home games. The remaining two games will be on the CBS-TV schedule. Announcing for KTXH will be Bill Worrell and ex-Rockets coach Tom Nissalke, with Ron Franklin providing play-by-play. Worrell and McCoy McLemore will cover the games for HSE.

Ratings for the KTXH broadcasts last year were up 11% from the previous year, reported the station, and ad sales this year are up 19%. The KTXH contract extends through the 1992-93 season; this is the last year of HSE's five-year contract.

Radio coverage of all regular season games will be by KTRH(AM) Houston. The team buys time from the station and broadcasts all but playoffs or games that conflict with the Houston Astros schedule. Radio play-by-play is presented by Gene Peterson with the help of Jim Foley, Rockets director of communications.

Indiana Pacers

WXIN(TV) Indianapolis is the flagship for the three-station television network broadcasting 23 away games of the Indiana Pacers. Bill Hazen is doing play-by-play for the first year, joined by Bob (Slick) Leonard, in his fourth year as color commentator. For the first time, the team this season is retaining all broadcast rights. Season-long sponsorships are more than 50% sold, according to Greg Jamison, vice president of business operations; major advertisers include Coca-Cola and Miller beer.

In the last year of a three-year agreement, WIBC(AM) is originating games for the Pacers' 25-station radio network. Mark Boyle is announcing the play-by-play and Clark Kellogg will be doing color. The spots that WIBC has available are selling at about the same pace as last year, but at a higher price, according to General Manager Roy Cooper.

Los Angeles Clippers

KTLA(TV) Los Angeles returns for the 1988-89 season as the broadcast television carrier and broadcast television rights holder of the Los Angeles Clippers, with a new three-year contract. In the first year of its new contract with the Clippers, the station will air 20 games, 16 away and four at home. Ralph Lawler will return for his second year as the play-by-play man, and Hubie Brown is slated to provide color commentary.

The Clippers will have cable coverage for the first time with a two-year contract with Los Angeles-based Z-Channel. The agreement calls for the channel to air 28 regular season games, 22 at home and six away, with an option to pick up an additional five. Lawler will do the play-by-play and ex-Laker player and former Laker radio announcer Keith Erickson will do the color commentary. The Z-Channel holds the cable rights to the Clippers' games.

KRTH(AM) Los Angeles will carry all 89 pre-season and regular season games for the 1988-89 campaign. The station's contract with the team is on a year-to-year basis, and the Clippers retain the radio rights. Ralph Lawler will be announcer for KRTH.

The Clippers are expecting increased audiences for this season's games due to a strong draft, considered by many to be one of the best in history. Rookie players for the Clippers this year include Danny Manning from Kansas and Charles Smith from Georgetown.

Los Angeles Lakers

Broadcast television and radio coverage of the Los Angeles Lakers has been arranged by the team, which retains the rights to all games. On cable, Prime Ticket, a Los Angeles-based regional sports channel principally owned by Lakers owner Jerry Buss, holds the cable rights and will televise 30 regular season games and any post-season action. Chick Hearn will do the play-by-play and Stu Lantz will do the color commentary.

KHJ-TV, the broadcast carrier of the Lakers since the 1977-78 season, is in the fourth year of a six-year contract. The station will televise 40 road games this season, three pre-season and 37 regular season. Hearn returns for his 28th year as play-by-play man, and Lantz, in his second year, will handle the color commentary. Walt Baker, vice president and director of programing at the station, said all of KHJ-TV's spots for the games have sold out, with the Lakers' back-to-back championships "keeping ad prices on the incline." KHJ-TV is the flagship station for a seven-station network.

Since 1977, the Lakers have been heard on KLAC(AM) Los Angeles, which is in the fourth year of a five-year contract. KLAC, the flagship station in an 18-station network, will have Hearn and Lantz calling the action for all pre-season, regular and post-season games. This year, for the first time, Laker games will be broadcast in Spanish over radio station XPRS Tijuana, Mexico.

Miami Heat

An NBA newcomer in 1988, the Miami Heat has covered all its radio and television bases, so to speak, in signing a two-year agreement with WAQI(AM) Miami, which will carry all 82 regular season games in Spanish—this in addition to a five-year deal with WQAM(AM) Miami, which, as flagship for seven more Florida stations, will carry the regular season games in English. Spanish-speaking people make up approximately half of "Miami proper," said the Heat's vice president of sales and broadcasting, David Axelson, a nine-year veteran of the game, having held similar positions with the Sacramento Kings (formerly Kansas City Kings).

WBFS-TV Miami bought the Heat's broadcast TV rights and will carry four pre-season and 21 regular season games over a seven-station network in Florida, Alabama and Georgia.

On the cable side, SportsChannel Florida will carry one pre-season game and 30 home games and 10 away games in the regular season. Both the broadcast and cable deals are five years in length. Going with simulcasting, broadcast TV, cable and radio will all share announcers Sam Smith, play-by-play, and Eric Reid, color. Sales on all fronts have been "extremely good," with more than 90% of inventories sold, said Axelson.

Milwaukee Bucks

WCGV-TV Milwaukee, in its first year covering Bucks basketball and the first year of a three-year rights contract with the team, will broadcast 30 road games and a still-undetermined number of playoff games.

WCGV-TV is the originating station of a four-station network. Jim Paschke will do the play-by-play and Jon McGlocklin will provide color commentary.

WTMJ(AM), which holds the radio rights and is the flagship station of a 24-station network in two states, will carry all 82 regular season games, five exhibition games and all playoff games. WTMJ has been covering Bucks basketball since the 1968-69 season. Jim Irwin will call the play-by-play and Jon McGlocklin will supply color commentary when not on television. The Bucks renew their contract with WTMJ on a yearly basis.

New Jersey Nets

The television rights to the Nets are held by SportsChannel, a New York regional cable sports network serving 1.3 million homes. SportsChannel, which is in the third year of a long-term agreement, will carry 39 home and 21 away games. The commentators will be Steve Albert on play-by-play and Bill Raftery on color. Post-season games that are not covered by CBS or Turner Broadcast System will be carried on SportsChannel.

The Nets retain the radio rights and also produce and market the radio broadcasts. According to Nets spokeswoman Margo Sullivan, the Nets will once again broadcast all regular and post-season games with time purchased on WNEW(AM) New York, and this year have also added WBUD(AM) Trenton, N.J., to insure coverage of the entire Nets market. The radio announcers will be Howard David for play-by-play, Jim Spanarkel for color and Mike O'Koren, who is new this year, for features and second color.

New York Knicks

Madison Square Garden Network Corp., a Gulf + Western subsidiary, owns the New York Knicks and the Madison Square Garden Network, a regional cable sports network serving 2.4 million homes. So it should come as no surprise that MSGN will again be at the heart of the Knicks' television-radio plans for the upcoming season. MSGN will telecast 53 regular season and two preseason games (42 home and 13 away), plus any post-season games that CBS does not.

MSG, which holds all television and radio rights, has contracted with MCA's WWOR-TV Secaucus, N.J. (New York), to broadcast 24 regular season away games. Of the remaining five away games, one will be televised by CBS, one will be off-limits because it is scheduled during a time when CBS has been guaranteed NBA television exclusivity, and three are part of the Nets' television packages.

Marv Albert and John Andaries return to handle all television play-by-play and color, respectively.

When Emmis Broadcasting purchased WNBC(AM) New York so it could move its all-sports WFAN(AM) to WNBC's frequency, it also purchased its 10-year contract with MSG to carry Knicks radio broadcasts. In the second year of that deal, WFAN(AM) will broadcast one pre-season, 69 regular season and any post-season games. The 13 games that conflict with WFAN's broadcast of the New York Rangers (National Hockey League) will be carried by MCA's WMCA(AM). Jim Karvellas and Ernie Grunfeld call the radio action.

Philadelphia 76ers

The broadcast TV rights to the Philadelphia 76ers games are held by WPHL-TV Philadelphia. The station is in the fourth year of a six-year contract, and carries all (45) away games with the exception of those that conflict with CBS carriage. The 76ers retain broadcast rights. Color commentator for the broadcasts will be former New York Knicks coach Hubie Brown, and subbing for Brown when he has CBS color commentary commitments will be former 76er Steve Mix. Play-by-play will be provided by Neil Funk. Upfront ad sales for the games are "good," according to Steve Mosko, vice president and station manager, considering that the 76ers didn't make the playoffs last year and that ratings "weren't great." According to Mosko, ad dollar boosts over last year are attributable to an increased number of sponsorships rather than a unit rate increase. The telecast's major advertiser, Miller beer, is sponsoring the tipoff, an MVP award and a fourth-quarter shoot-out. Radio station WMMR(FM) is also sponsoring a 30-second health tip at halftime.

Cable rights are held by Prism, the Philadelphia-based regional sports and movie service. Prism has rights to 41 home games, minus any covered by CBS or any conflicting with CBS coverage of other NBA action. Prism has been covering the team for 12 years and is currently in the fifth year of a 10-year contract. The 76ers retain rights, with Prism selling advertising time and splitting the revenue 60-40 with the team, net of expenses. Currently Prism has sold seven minutes per game, which is on par with last year but short of the 15 per game it has targeted. Providing play-by-play is Jim Barniak, with Hubie Brown providing color. When Brown's CBS duties conflict, ex-76ers coach Matt Gukas will handle the color.

All sports WIP(AM) has the radio rights to all games, and is the originator for a 20-station network for the broadcasts. For the 19 games for which there is a conflict with Philadelphia Flyers hockey, to which WIP also has rights (the Flyers own the station), the games are aired on WDAS(AM). John Gurevitch handles the play-by-play, with a color commentator yet to be announced.

Phoenix Suns

The Suns have signed a new five-year deal with independent KUTP(TV) Phoenix to carry a minimum of 25 games during the regular season. No pre- or post-season games are included. KTAR(AM) Phoenix is the originating radio station.

The Suns sell the television rights but retain a minority portion of the commercial avails, said Al McCoy, the team's director of broadcasting, who also handles the radio and television play-by-play. The Suns retain the radio rights and produce the radio broadcasts for an eight-station network. McCoy said that radio advertising "is virtually sold out," and that television "is close to a sellout."

Dimerision Cable, the Times Mirror-owned system serving Phoenix, has six years to go on its cable contract with the Suns. It will carry 15 home and five away games this year.

McCoy will be joined on the broadcast by Dick Van Arsdale, who will handle the color commentary. On Dimension, George Allen will handle play-by-play and Joe Gilmartin will provide color.

Portland Trailblazers

Once again the Trailblazers are retaining all television (broadcast and cable) and radio rights. KOIN-TV Portland, Ore., will air 20 away games, and the Trailblazers are distributing 15 home games to 11 cable systems in Oregon and southwest Washington. Three of those cable systems that do not carry KOIN-TV will air all 20 away games (KOIN-TV gets a few minutes to sell, with the Trailblazers retaining the bulk of the inventory.) The team charges cable systems a per-game, per-subscriber fee for the games. Pat Lafferty and Steve Jones will call the action.

For radio, the Trailblazers have formed a 30-station network led by KGW(AM) Portland that will air all 82 home and away games. The franchise uses its own audio satellite network to distribute the games. Bill Schonley is the radio play-by-play man, with Geoff Petrie providing color. According to Dennis Paye, cable operations director for the Trailblazers, the team has sold 100% of its ad inventory.

Sacramento Kings

The Sacramento Kings have a new television rights holder this season—Koplar Communications' KRBK-TV (ch. 31). The station, with an initial three-year deal, takes over coverage from ABC affiliate KOVR-TV. KRBK-

TV will air 30 regular season games this season, up from 20 games a year ago. On the radio side, Group W's KFBK(AM) Sacramento has just renewed its rights pact, covering the full 82-game regular slate and five of seven pre-season games, for another three years. Sponsors in both radio and television this season include Taco Bell, Burger King and Budweiser. Additional television sponsors include Coke, Jack in the Box, Toyota and AMC/Jeep/Eagle, while BMW will run a schedule of radio spots.

San Antonio Spurs

Broadcast television coverage of the San Antonio Spurs will be handled by KSAT-TV San Antonio. KSAT-TV is now in the second season of its year-to-year deal with the team. Announcers for the station's schedule of 15 games has yet to be determined.

Cable coverage of 74 games is being handled by two Rogers Cable-owned channels: SportsChannel will televise a total of 39 away games. SportsChannel sells for $10 per month. First Choice, the Rogers pay-per-view service, will offer roughly 35 home games at a cost of $17.95 per game.

On the radio, WOAI(AM) will carry all 82 regular season games, in addition to eight pre-season games. A network of eight stations will take a feed of the station's coverage.

Spanish-language coverage of 43 Spurs games will be handled by KSAH(AM) San Antonio.

On-air play-by-play coverage of Spurs games (except those seen on KSAT-TV) will be handled by Dave Barnett. The Spanish radio play-by-play will be handled by Armando Quintero.

Seattle Supersonics

KIRO-TV Seattle holds television rights to 27 away and three home games, according to station General Sales Manager John Norden. Four of the games will be produced by KIRO and aired on KTZZ-TV Seattle. KIRO's current three-year contract with the team expires at the end of this season. Advertising this year is already about 60%-70% sold, said Norden, with KIRO retaining all ad dollars except for a "minimal" amount given to KTZZ. Jimmy Jones will provide play-by-play and Jim Marsh will offer color commentary on the television broadcasts.

KJR(AM) Seattle, which is owned by Supersonics owner Barry Ackerly, will act as the originating station for an eight-station network that will broadcast 82 regular season (41 home, 41 away) and seven preseason games. Radio play-by-play will be by Bob Blackburn; Kevin Calabro will provide color.

Utah Jazz

KSTU(TV) Salt Lake City is in the first year of a three-year agreement as the exclusive television broadcaster of the Utah Jazz. The station will carry 20 road games and six home games at the Salt Palace. Rod Hundley will do play-by-play for all the broadcasts, as well as for all the radio broadcasts and cable games. Utah Jazz director of broadcasting Carl Arky will do color on the games carried by KSTU. The team and the station also have an agreement to produce Jazz-related events throughout the year, including a highlights special and a weekly show.

The team, which retains all television and radio rights, will carry 26 additional games on the Jazz Cable Network, a regional sports network run as a joint venture with Tele-Communications Inc. Zelmo Beaty, who played for the Utah Stars of the American Basketball Association, will do color.

KISN(AM) is in the first year of a two-year agreement as originating station for the Jazz's 15-station regional radio network. The station will carry all eight pre-season games, along with the team's 82 regular season games. On games running on broadcast TV or cable, KISN will broadcast the audio feed; on the rest of the broadcasts, Hundley will be joined by Dave Blackwell.

Washington Bullets

Home Teams Sports, the Washington-based regional cable sports network, which has had a long-term exclusive regional agreement with the Bullets since the network's launch in April 1984, will cablecast 30 home games and all playoff games not covered by CBS Sports. Mel Procter will handle play-by-play, former Bullet guard Phil Chenier will handle color, and another former Bullet, Kevin Grevey, will act as a third announcer. There will be a half-hour pre-game show, *Merchant's Tire Bullets Report*, which will be hosted by Chenier and Grevey and will feature interviews with coaches and fan call-ins.

WDCA(TV) Washington is in the first year of a two-year contract with the Bullets and retains the television broadcast rights. The station sells ad time in conjunction with Capital Center Sales and shares revenue after expenses. WDCA will carry 28 away games and will also have Procter and Chenier as announcers.

WWDC(AM) Washington is the flagship for the Bullets' eight-station radio network and is in the third year of a three-year contract. There will be 82 regular games (41 home and 41 away) and three exhibition games, which will all be carried on WWDC with Charlie Slowes providing the commentary.

College Conference Lineups

Atlantic Coast Conference

Clemson University, North Carolina State University, University of North Carolina, Georgia Institute of Technology, University of Maryland, Wake Forest University, Duke University, University of Virginia

Raycom Inc. and Jefferson-Pilot have extended their joint venture through the 1993-94 season to produce and syndicate 37 regular season and seven ACC tournament games to 32 stations in Maryland, Virginia, North and South Carolina and Georgia. ESPN will carry 11 of those J-P/Raycom-produced regular season games in markets outside the conference and will carry the seven tournament games on a tape-delay basis. ESPN will also originate and carry 10 other games, most at 9 p.m. NYT, on Wednesdays, Thursdays and Fridays. NBC, with first pick on national ACC rights, will carry nine regular season games and will be the only broadcaster of the ACC tournament championship game. CBS will air five regular season games.

Atlantic-10 Conference

Duquesne University, George Washington University, University of Massachusetts, Pennsylvania State University, University of Rhode Island, Rutgers University, St. Joseph's University, Temple University and West Virginia University

Creative Sports Marketing Inc. will syndicate 25 Atlantic-10 games to 15, possibly 19, stations. A total of 42 games will be televised locally through a combination of CSM and team-by-team deals with TV broadcasters. Another 35 games will be carried on regional cable sports channels, including SportsChannel New England, Home Team Sports and Madison Square Garden Network. A total of 180 conference and interconference games will be aired on local radio. Nationally, the conference that saw two of its teams, Temple and Rhode Island, make the NCAA Final Four last season will this season find two of its games televised on NBC and one game each on CBS and ABC. The combination of ESPN (six regular season games, plus the conference championship), USA Network (two games), FNN-SCORE (seven games) and SportsChannel America will carry perhaps more than 20 Atlantic-10 games.

Big East Conference

Boston College, University of Connecticut, Georgetown University, University of Pittsburgh, Providence College, St. John's University, Seton Hall University, Syracuse University and Villanova University

With the conference retaining its own rights, the Big East Television Network will syndicate an average of 10 games for broadcast TV in eight markets, while also providing production for 60 other games arranged by the individual teams' markets. But combining local broadcasts with carriage on regional cable sports channels—SportsChannel New England (30 games), Madison Square Garden Network (23 games), Home Team Sports (14 games) and the Sunshine Network in Florida (15 games)—games involving Big East teams will be seen in 20 local markets. National carriage of the Big East will be heavy with CBS carrying 10 regular season and three tournament games, ESPN carrying 22 games and superstation WWOR(TV) Secaucus, N.J., carrying six or more games. Like top syndicators, Raycom Inc., Creative Sports Marketing and Jefferson-Pilot Teleproductions, the Big East Network generally barters advertising time, retaining six out of 20 minutes.

Big Eight Conference

University of Colorado, University of Iowa State, University of Kansas, Kansas State University, University of Missouri, University of Nebraska, University of Oklahoma and Oklahoma State University

Raycom Inc., in the third year of a four-year contract, will syndicate 22 regular season games and seven tournament games, including the conference championship game, to 24 stations in 16 markets. ESPN claims the cable-exclusive rights to the Big Eight conference games. Its schedule will include an early-season appearance by the defending national champs, the University of Kansas, in the Great Alaska Shootout, as well as a Feb. 15 NCAA championship rematch with Oklahoma.

Big Ten Conference

University of Illinois, University of Indiana, University of Iowa, University of Michigan, Michigan State University, University of Minnesota, Northwestern University, Ohio State University, Purdue University and University of Wisconsin-Madison

Beginning a joint venture this season, Rasmussen Communications Management Corp. (RCM) and Raycom Inc. will together produce and market a package of 10 Big Ten games to 43 stations in 36 markets. Rasmussen has held conference rights since 1986 and brings to the deal additional arrangements with individual team regional broadcast TV networks, to be served by the joint venture: Iowa (20 games), Illinois (17 games) and Purdue (15 games). Each team is allowed to make deals for 28 games, plus tournaments outside the continental U.S. As exclusive national network for the Big Ten, ABC-TV will carry seven conference games and four interconference games involving Big Ten teams. CBS will carry one interconference game. ESPN will carry eight games in its 9:30 p.m. (NYT) Monday schedule and three games in its 10 p.m. NYT Wednesday schedule.

Metropolitan Collegiate Athletic Conference

University of Cincinnati, Florida State University, University of Louisville, Memphis State University, University of South Carolina, University of Southern Mississippi and Virginia Polytechnic Institute

Reporting that A.C. Nielsen's Cassandra Report showed Metro's Raycom Inc. basketball package to be the nation's highest-rated syndicated sports programing and fifth-highest-rated programing among all nationally syndicated TV programing last February, the Metro Conference again teams up with Raycom this season to distribute 21 regular season and three tournament games to 20 stations in 18 markets in the mid-Atlantic and Southeastern regions. ESPN will carry five regular season games in addition to carrying the conference championship game. The three broadcast TV networks will each carry "several games involving a Metro team," and one conference game will appear on the USA Network.

Missouri Valley Conference

Bradley University, Wichita State University, Illinois State University, University of Tulsa, Drake University, Creighton University, Indiana State University, Southern Illinois University at Carbondale and West Texas State University

In the third year of a three-year agreement, Creative Sports Marketing will produce and syndicate a package of 20 games to broadcast TV stations throughout the conference region. SportsVision Chicago will carry 15 regular season conference games and one conference-independent game, and Home Sports Entertainment, Prime Ticket and other regional cable sports channels will also carry conference games. The conference reports 243 radio broadcasts of games involving conference teams scheduled in the region (with 56 conference games counted twice in that total). Nationally, CBS-TV will carry one MVC game, ESPN will carry six, USA Network will carry two, and superstation WGN-TV Chicago will carry two.

Pacific-10 Conference

University of Arizona, Arizona State University, University of California-Berkeley, University of California-Los Angeles, University of Oregon, Oregon State University, University of Southern California, Stanford University, University of Washington and Washington State University

Distributing a package of 27 regular season and seven conference tournament games to 17 stations in 15 markets, Raycom Inc. has also arranged national television carriage agreements almost identical to last season's—three games on CBS, three on NBC (one fewer than last season), 10 on ESPN and three on USA Network—with the addition of four games to be aired on ABC, one of those being the conference championship. The USA Network games will include Arizona's participation in the Tournament of Champions in Charlotte, N.C. All told, said the conference, 53 games will be carried on television.

noted that many more new program announcements are expected between now and the start of NATPE, Jan. 24-27, 1989.

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New reality shows in the marketplace for 1989 include:

- *Crime Watch Tonight*, which Orion Television offered last season but for which they did not get enough clearances to proceed. The show's format has been altered slightly to a more "let's catch the bad guy" approach than last season's straight crime news approach. The company recently signed veteran CBS newsman Ike Papas to anchor the half-hour strip, to be offered on a cash-plus-barter basis. The show has been purchased by WWOR-TV New York and the Gaylord station group. WWOR-TV owner MCA and Gaylord are equity participants in the show, and Orion Television Syndication President Scott Towle said one more group owner may be brought in as an equity partner. The show is produced by CTP Inc., New York.
- *The Investigators*, from Tribune and Geraldo Rivera, a one-hour weekly investigative program to start in April 1989. Rivera will host the program, which is designed to allow participating stations to develop local stories for the show. Tribune will offer *Investigators* for cash plus barter, and intends to expand the weekly version to a strip when enough stories have been developed.
- *Tabloid*, from Paramount, is in the works, but a company source would give no details on the show. Sources said the company was looking for a group station deal before announcing the proposed strip.
- *Crime Diary*, from Quintex Entertainment. Quintex has also announced the reality-based *America's Lost and Found*, to be produced by Susan Winston, former *Good Morning America* executive producer.
- Another, as-yet-untitled, tabloid program from Fox.
- A reality-based strip, to be announced soon from Saban Productions, targeted for prime access. Saban is also producing a series of four live two-hour tabloid specials for prime time with Jack Anderson, under the umbrella title, *American Exposé*. Each will be offered on a bartered basis with 12 minutes each to the station and Saban.
- King World is planning a January 1989 launch for its reality-based tabloid show, *Inside Edition*.
- From King Features Entertainment comes *You Never Know*, described as short stories about "people who if they aren't famous, probably should be." The half-hour strip is scheduled for a fall 1989 launch.
- *Missing/Reward*, a one-hour special by Group W, will be converted into a half-hour strip if station response is favorable, said Group W Productions President Dirk Zimmerman. Both the special and subsequent series will be hosted by Stacy Keach. The show features people or objects that have disappeared and the rewards offered for their return. In addition to *Missing/Reward*, Group W is developing *Evening* for a fall 1989 launch. The half-hour show is slated for a prime access time slot and is expected to supplement local *P.M./Evening Magazine* shows. *Evening* is a blend of entertainment and information and is a joint project of Group W Television and Group W Productions.
- All American Television is planning to launch *Wanted by Crime Stoppers*, a half-hour version of its hour-long special of the same name. The show is expected to be launched in fall 1989.

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New game shows being offered for 1989 include:

- *Stop the Music*, from Orbis.
- *Betcha!*, described as an "event" game show, from Viacom.
- *Couch Potatoes*, from Group W, in association with Saban Productions, is scheduled for January 1989 launch. The half-hour strip will be offered on a barter basis. The show tests the contestants' knowledge of television trivia, with a celebrity cameo appearance in every episode.
- *Boggle* is the first show developed under the recent exclusive deal between Martindale/Gilden Productions and Parker Brothers. The show will be sold on a barter basis. Under the agreement, Martindale/Gilden has access to over 1,000 Parker Brothers game properties to develop into series.
- Casablanca IV will launch *Celebrity Secrets* in fall 1989. The show, hosted by Bob Eubanks, is described as a reality-based, celebrity talk/game show. The show, produced in association with the Bud Granoff Company and Mac III Productions, will be sold on a cash-plus-barter basis and is targeted for early fringe and access.
- MGM/UA's offering for fall 1989 in the game show genre is *Straight to the Heart*, a romance game show similar to Lorimar's *Love Connection*. MGM is targeting a possible January 1989 launch if station sales warrant. Michael Berger hosts the show. *Straight to the Heart* will be sold on a straight barter basis.
- Multimedia Entertainment has scheduled *Jumble* for fall 1989. The half-hour strip, derived from the popular newspaper game, will be sold on a barter basis.
- D.L. Taffner will launch two game shows in 1989, *Talkabout*, scheduled for January, and *5-4-3-2-Run*, a children's game show slated for a fall launch. This marks the first entrance into the U.S. game show market for the New York-based company, which does much of its business overseas. *Talkabout*, a half-hour strip, will be sold on a cash basis when it launches in January and on a cash-plus-barter basis effective the following fall.
- Orion has optioned a remake of *Name That Tune*, with Sandy Frank, but will not bring it to market in 1989. Orion may, however, produce a pilot for the 1990-91 season.
- Lorimar Telepictures is in the process of developing a pilot for a strip slated to launch in fall 1989. Kline and Friends, producers of *Win, Lose or Draw*, will produce the series, tentatively titled *Third Degree*. The show is described as a contemporary version of a panel game show.
- MCA also has a game show in the works, as does ABR Entertainment Co., which is looking at a late night show described as a half-game/half-talk show.

Week goes to NBC, CBS takes news

Boosted by two games of the World Series, week four (ended Oct. 16) went to NBC when the network pulled in a 15.7 rating and a 25.8 share. ABC, which broadcast games six and seven of the National League playoffs, posted a 14.5/24 for the week. CBS closed out week four with a 12.4/20.2.

Taken together, the three networks had a combined rating of 42.6/70, which works out to a HUT level (homes using television) of 60.9, or 55 million households. The 42.6 rating represents the networks' percentage delivery of all TV households during the week, or 38.5 million households.

Nielsen	□	Net	Show
1.	23.1/38	N	Cosby Show
2.	22.9/36	N	World Series, game 2
3.	22.2/37	A	N.L. Playoffs, game 7
4.	21.0/34	N	Different World
5.	20.5/38	N	World Series, game 1
6.	20.0/33	A	N.L. Playoffs, game 6
7.	19.5/33	C	60 Minutes
8.	18.6/28	N	NBC Monday Movie
9.	17.6/27	N	ALF
10.	17.2/32	A	20/20
11.	17.1/26	C	Country Music Awards
12.	17.0/26	N	Unsolved Mysteries
13.	16.9/25	N	Hogan Family
14.	16.8/28	A	Monday Night Football
15.	16.8/26	C	Murder, She Wrote
16.	16.6/25	C	60 Minutes: Retrospective
17.	16.2/26	A	ABC Sunday Movie
18.	15.7/25	C	CBS Tuesday Movie
19.	15.2/24	N	Matlock
20.	14.9/26	A	Full House
21.	14.9/26	A	N.L. Playoffs, pregame 7
22.	14.5/25	A	Mr. Belvedere
23.	13.9/25	A	N.L. Playoffs, pregame 6
24.	13.7/23	N	World Series, pregame 2
25.	13.5/25	A	Perfect Strangers
26.	12.8/20	N	Highway to Heaven
27.	12.8/25	N	World Series, pregame 1
28.	12.7/22	A	Just the Ten of Us
29.	12.5/21	N	NBC: Debate Analysis
30.	12.1/20	C	CBS Sunday Movie
31.	11.9/19	N	NBC Tuesday Movie
32.	11.2/18	C	Here Comes Garfield
33.	11.0/17	C	Blondie and Dagwood
34.	10.9/18	C	Wiseguy
35.	9.9/17	C	CBS Friday Movie
36.	9.8/16	C	High Risk
37.	9.8/17	C	Simon and Simon
38.	9.7/15	A	MacGyver
39.	9.6/16	C	CBS: Debate Analysis
40.	9.6/17	N	NBC Friday Movie
41.	9.4/18	C	Back on the Road w/Kuralt
42.	9.4/14	C	Equalizer
43.	9.2/16	A	ABC: Debate Analysis
44.	9.1/15	C	48 Hours
45.	9.0/16	A	ABC Family Theatre
46.	9.0/17	C	West 57th
47.	8.9/15	A	Ultimate Stuntman
48.	8.8/16	N	Sonny Spoon, preview
49.	8.7/15	N	Destined to Live
50.	8.6/14	F	America's Most Wanted
51.	8.1/14	N	Magical World of Disney
52.	8.0/12	F	Married...With Children
53.	7.5/13	C	Live! Dick Clark Presents
54.	7.2/12	A	Incredible Sunday
55.	6.4/12	A	All Star Celebrities: 88 Vote
56.	6.2/10	A	America's Favorite Movie
57.	5.7/10	N	Magical World of Disney
58.	5.4/9	F	21 Jump Street
59.	4.8/7	F	Gary Shandling Show
60.	3.9/6	F	Tracey Ullman Show
61.	3.2/6	F	Reporters
62.	3.0/5	F	Duet
63.	2.7/5	F	Beyond Tomorrow

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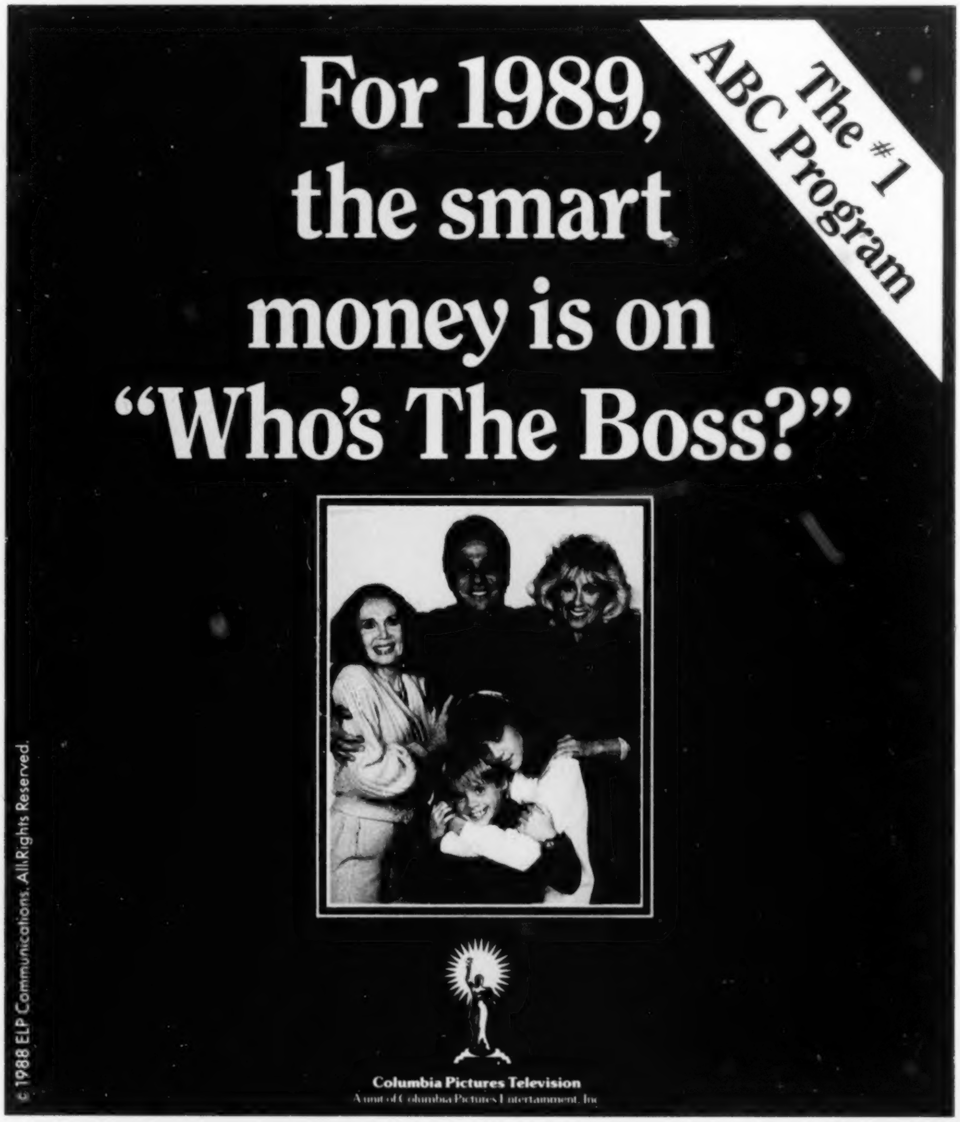
RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 31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Vol. 115 No. 18

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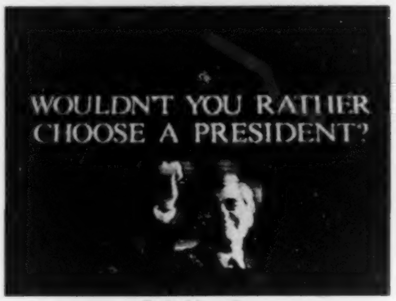
Eye for an eye?...

As race for White House enters its final week, there is increased attention on impact of political advertising on presidential campaign —one widely regarded as negative and nasty. **PAGE 27.**



Dukakis ad

Compulsory vote...

FCC will urge Congress to abolish compulsory copyright licenses; commissioners are divided over how much of rule should be dropped. **PAGE 29.**

Counting on cable...

In this "At Large" interview with BROADCASTING editors, Cablevision's Chuck Dolan talks about how to take on the competition that he believes is a fact of media life. "All of our strategies should be predicated on the idea that competition is inevitable. One way or the other," he says. **PAGE 33.**

31/THIRD-QUARTER

Some television broadcast groups report flat or slightly better financial results for third quarter.

31/GETTING REAL

Reality shows dominate latest crop of syndicated program projects in development for 1989.

32/RIVERA CONTROVERSY

Geraldo Rivera's special that ran on NBC, *Devil Worship: Exposing Satan's Underground* wins its time period, but loses advertisers.

41/SWEEPS FORECAST

Network officials hope viewing levels will at least hold to last year's rating and share for November sweeps. Mini-series, *War and Remembrance*, could give ABC edge.

Candace Bergen in CBS's 'Murphy Brown'

39/POSSIBLE CUTBACKS

Four major food companies involved in possible buyouts may pare back their TV advertising because of deals.

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Tele-Communications Inc. is looking at reducing number of channels it carries as way of improving programing and promotion of existing cable services.

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Even if launch of France's long-awaited TDF1 direct broadcast satellite is successful, questions remain on who will program it and how quickly French home dish audience can be built.

47/SMPTE SHOWCASE

Exhibit floor at this year's Society of Motion Picture and Television Engineers technical conference in New York has latest, what there is of it, in Fifth Estate technical finery.

45/MIAMI FALLOUT

Opinions vary over whether Florida independent's offer to pay ABC for affiliation was foretaste or anomaly.

50/RADIO ESPAÑOL

Hispanic radio makes progress with ratings services.

54/ALLIES?

Participants at telco-cable joint venture seminar in Atlanta say two groups may end up jointly delivering fiber to nation's homes.

58/BACK PATTING

National Association of Broadcasters gives itself high marks for its lobbying efforts in 100th Congress as it readies for 101st.

79/ANSWER MAN

Milt Gross, described as having "encyclopedic knowledge" of political broadcasting law, heads small unit at FCC that is universally regarded as something special.

80/CHANGE OF VENUE

Group of news staffers at Westwood One's NBC Radio Network News resign—latest in series of complaints and resignations by long-time NBC news staffers that began after Westwood's purchase of radio network last year.

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Chairman John Dingell (D-Mich.) and, at last count, 112 co-sponsors.

Duopoly/one-to-a-market—FCC voted last week to relax duopoly rules to allow closer spacing of commonly owned AM and FM stations, arguing that impact on diversity would be negligible and that it would allow some broadcasters to reap certain economies of scale.

Chairman Dennis Patrick had also hoped to modify one-to-a-market rules to allow radio-TV crossownership, but was unable to reach consensus with other commissioners in time for Oct. 27 meeting. However, he still thinks consensus can be had.

Broadcast-newspaper—Appropriations bill (H.R. 4782), which was signed into law, includes provision that prevents FCC from reexamining its broadcast-newspaper crossownership rules.

Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Equal Employment Opportunity

FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of Cable Act were subjects of House Telecommunications Subcommittee hearing in May (BROADCASTING, May 23). FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employes of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employes.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,915	278	5,193
Commercial FM	4,116	606	4,722
Educational FM	1,356	265	1,621
■ **Total Radio**	10,387	1,149	11,536
FM translators	1,625	439	2,064
Commercial VHF TV	543	19	562
Commercial UHF TV	506	205	711
Educational VHF TV	119	7	126
Educational UHF TV	214	29	243
■ **Total TV**	1,382	260	1,642
VHF LPTV	109	164	273
UHF LPTV	290	1,165	1,455
■ **Total LPTV**	399	1,329	1,728
VHF translators	3,060	109	3,169
UHF translators	2,198	338	2,536
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers.

High-Definition TV

In late November, Advanced Television Test Center, project co-sponsored by NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations, will move into temporary offices in same Alexandria, Va., building that houses PBS headquarters. Permanent site for ATTC's headquarters is to be found by spring, when center will provide facilities for Advanced Television Systems Committee (ATSC) and FCC's advisory committee on advanced television services to test HDTV and EDTV systems. Group W Broadcasting has donated use of its WBZ-TV Baltimore as site for some ATTC testing, one of several projects company has begun with $1 million set aside in its budget to develop advanced television for broadcasters.

FCC tentatively decided to eliminate from standardization consideration transmission systems with continuous 9 mhz channel, incompatible with NTSC sets. Move eliminates possibility of terrestrial standardization of NHK's MUSE-E. Commission also decided to restrict any possible additional spectrum for advanced television broadcasting to currently allotted VHF and UHF television spectrum. Use of band above 1 ghz for augmentation channels was ruled out.

At same time, FCC released inquiry asking which of four high-definition transmission methods will be most suitable: one 6 mhz channel; 6 mhz channel with 3 mhz augmentation channel; 6 mhz channel with 6 mhz augmentation channel, or 6 mhz NTSC channel and simulcast noncompatible high-definition 6 mhz channel.

Telecommunications Subcommittee held hearing in September focusing on economic and trade implications of new technology. Subcommittee Chairman Ed Markey (D-Mass.) expressed desire to see U.S. industry take part in development and manufacture of HDTV equipment. Markey has asked Electronic Industries Association, American Electronics Association and Semiconductor Industry Association to submit report (no later than Jan. 4, 1989) recommending policy that would encourage U.S. activity in area. FCC's HDTV advisory task force and NTIA also were asked to prepare report on subject.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and development consortium of major cable operators. Cable Labs is expected to start up later this year. Richard Green, senior vice president, engineering, Public Broadcasting Service, will take over as president of Cable Labs this month.

Errata

In Oct. 24 story on syndicated series in development for 1989, **barter split for MCA's *Lassie*** was incorrect. **MCA will hold back three minutes with stations keeping four minutes.**

□

Deck for story on **Television Bureau of Advertising** convention (BROADCASTING, Oct. 24) **incorrectly implied** that station owner **George Gillett criticized TVB for failing to promote ad sales.** Gillett did say that industry needed better research with which to sell.

hotel, Dallas. Information: (202) 429-5420.

March 23—*National Association of Black Owned Broadcasters* fifth annual Communications Awards dinner. Sheraton Washington hotel, Washington. Information: Ava Sanders, (202) 463-8970.

March 30—*Federal Communications Bar Association* monthly luncheon, featuring international telecommunications panel, including Seth Blumenfeld, president, MCI International. Marriott, Washington.

April 1989

April 4—*Caucus for Producers, Writers and Directors* general membership meeting, featuring members of New York Business Roundtable. Los Angeles. Information: (213) 652-0222.

April 9-12—*Broadcast Financial Management/Broadcast Credit Association* 29th annual conference. Loews Anatole, Dallas. Information: (312) 296-0200.

April 10-12—*Cabletelevision Advertising Bureau* eighth annual conference. Waldorf-Astoria, New York. Information: (212) 751-7770.

April 19-23—*National Broadcasting Society, Alpha Epsilon Rho*, 47th national convention. Riviera hotel, Las Vegas. Information: David Guerra, (501) 569-3254.

April 19—*Federal Communications Bar Association* monthly luncheon. Robert Johnson, president-publisher, *Newsday*. Marriott hotel, Washington.

April 21-26—25th annual *MIP-TV, Marches des International Programes des Television*, international television program market. Palais des Festivals, Cannes, France.

April 27-29—*Broadcast Education Association* annual convention. Las Vegas. Information: (202) 429-5355.

May 1989

May 11-15—*American Women in Radio and Television* 38th annual convention. Waldorf-Astoria, New York. Information: (202) 429-5102.

May 17-20—*American Association of Advertising Agencies* 71st annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 17-21—Annual Public Radio Conference, coordinated by *National Public Radio*. St. Francis hotel, San Francisco.

May 21-27—*Input '89*, international public television screening conference, "annual forum for the exchange of program ideas among producers, programers and others interested in improving the quality of public television around the world." Stockholm, Sweden. Information: (803) 737-3434.

May 24—*Federal Communications Bar Association* monthly luncheon. Speaker: Robert Kahn, president, Corporation for National Research Initiatives. Marriott.

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Continued from page 32.

calls protesting the preemption. "Normally we feel like we've heard from the public if we receive 200 calls," she said. Smith also noted that 500 Utah viewers called the FCC complaining that KUTV was "censoring" its schedule. Affiliates in Colorado Springs and Bristol, Va., also preempted the show, said NBC.

Commenting on the controversy, Rivera charged advertisers last week with "institutional hypocrisy" for rejecting his show but endorsing the abundance of "pseudo-sex and violence" found in weekly entertainment programing. "The ultimate arbiter on issues of taste or controversy is the viewing audience," he said.

TV may be hurt by effects of food company buyouts

Ad budgets of four large firms may be pared back in wake of takeover announcements

Four major food companies involved in possible buyouts may cut back their television advertising because of the deals. RJR Nabisco, Philip Morris, Kraft and Pillsbury, which together accounted for 8% of TV network ad sales in 1987, would probably reduce their advertising budgets, at least briefly, to free cash for takeover-related financing, according to several advertising observers.

"Anybody who says that the current activity won't have any effect on advertising is probably being too optimistic," said Andrew Wallach, an analyst at Drexel Burnham Lambert.

Last week, RJR Nabisco was the object of a management buyout bid worth $17 billion and another $20.3 billion bid from Kohlberg, Kravis, Roberts & Co. RJR Nabisco spent $275 million in 1987 on network TV, spot TV, national syndication and cable network advertising, according to the BAR/LNA Multimedia Service, as compiled and published by Leading National Advertisers.

Philip Morris has made an $11.4 billion takeover offer for Kraft, while Kraft's management has a $12.5 billion plan to recapitalize the company. In 1987, Kraft and Philip Morris spent a total of $642 million on network and cable advertising, according to BAR/LNA.

And Pillsbury, the object of a $5.2 billion offer from Grand Metropolitan PLC, is considering a leveraged recapitalization or a leveraged buyout by management to fend off the Grand Met bid. Pillsbury's television-related advertising spending was $238 million for 1987.

Because these companies might have to take on a great deal of debt as a result of the proposed purchases, short-term financial pressures could easily cut into advertising budgets, observers said. "Advertising is a fluid asset in a company if it wants to shore up the bottom line or pay the bank," said Marty Ozer, president of Katz Independent Television. If cash flow just matches debt service in a buyout, one of the "cushions" in a company's budget is marketing funds, said Alec Gerster, executive vice president, media, Grey Advertising. "It can get pretty volatile," he added. Because of the financial strength of the various companies involved and their familiarity with the need to support the value of a brand through consumer advertising, budget cutting might not take place as a result of current food-industry activities, Gerster said.

One paradigm that might be followed is that of BCI Holdings, the parent company of the Beatrice Companies, of which KKR and Drexel Burnham made a leveraged buyout in 1986. In 1985 the company spent $95.9 million on network TV, spot TV and cable advertising, according to BAR/LNA. The year of the buyout, that figure dropped to $82.3 million; a year later, it was $63.3 million. Part of the decline was due to the divestiture of brands, said one advertising industry executive, but he added that the company's corporate advertising "disappeared."

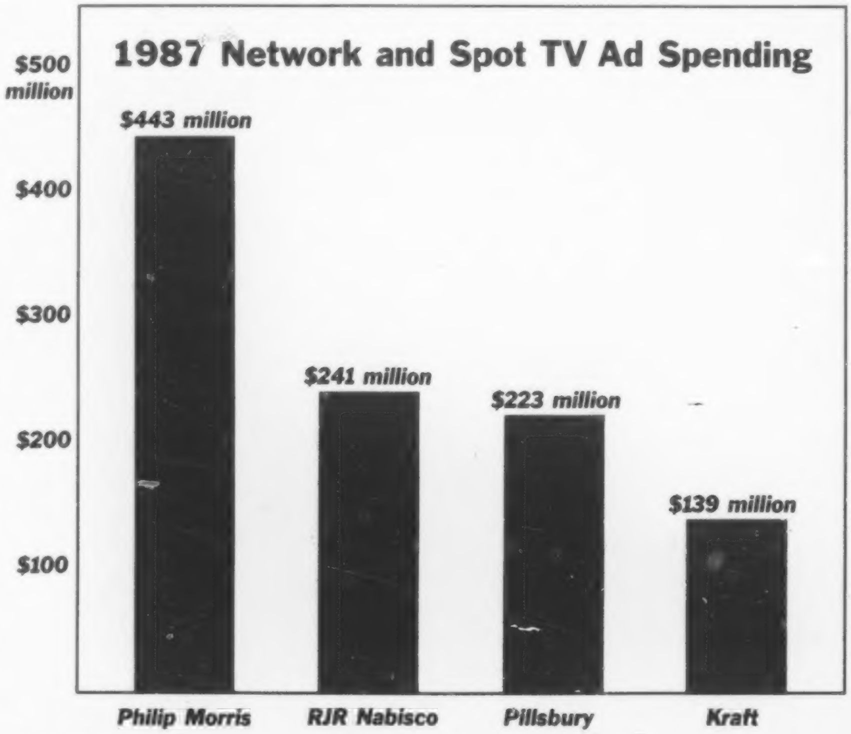
When advertising budgets are cut back, Wallach said, money comes out of brand-oriented "touchy-feely" advertising rather than sales-oriented promotions. Promotions would be favored over advertising because cash generated by advertising takes longer to materialize, said Joseph Ostrow, executive vice president and worldwide media director for Foote, Cone & Belding Communications.

Another historical pattern that might be repeated is the advertising spending of major retailers bought in leveraged buyouts within the past two years. According to statistics gathered by analyst Peter Appert at C.J. Lawrence, five major retailers that underwent a management LBO or other purchase since 1986 cut their advertising budget as a portion of revenues. Allied Stores, which was purchased by Campeau Corp. in 1986, cut its ad spending by 45% the year following the restructuring.

A leveraged buyout would not necessarily drive down a company's advertising budget for more that six months, according to Charles Crane, an analyst at Prudential-Bache Securities. After an initial drop in advertising due to financing costs and the wait for a new management team's marketing agenda, advertising budgets would probably increase to previous levels, he said. In past leveraged buyouts, television advertising was not reduced disproportionately in relation to other media, Crane said.

The long-term effect of food industry purchases might be a negative one, suggested Peter Falco of Merrill Lynch. In purchasing an established brand, a company is diverting money it might otherwise have spent on advertising new products of its own, he said.

If mergers do affect television revenue, they will also affect profit margins and station values, a point that was not lost last week on panelists at a New York City semi-



Source: BAR/LNA Multimedia Service, as compiled and published by Leading National Advertisers

'Times' puts cable system on block

The New York Times announced last Friday that it was putting its cable system in southern New Jersey up for sale. The Audubon, N.J.-based system serves over 160,000 subscribers and could fetch a price of between $350 million and $400 million, one broker said.

The system has been much in the news since cable pioneer Irving Kahn announced plans to overbuild the system, eventually with fiber. Kahn, who has been granted five franchises to date in the area, said last week the timing of the NYT's decision reflects its concern about competition from Kahn's Choice Cable. "It seems obvious that the potential for success by Choice Cable in NYT's backyard could mean a dramatic negative impact on the price of the NYT system, and the timing of NYT's decision to sell probably reflects that fact," he said.

In addition to Kahn, likely bidders could include Comcast, which has franchised much of neighboring Philadelphia, and Continental. One broker also expected that Cablevision Systems could well make a strong run for the system. Because the system is large (among the nation's top 20), is in a growing area and has produced some strong pay-pay-view results, the broker said, it may also draw the attention of the telephone companies.

NYT has retained First Boston to sell the system.

nar discussing TV station acquisitions. "Consolidations are done purposefully, and at least one of those purposes has a direct impact on television advertising," said Michael Finkelstein, chief executive officer of Renaissance Communications Corp. He said that reducing advertising competition can be among a merger's goals, along with increasing leverage for shelf space and eliminating duplicative research and development. Finkelstein said that following the recent consolidation of the beer industry, television advertising by beer makers declined in absolute terms. Several other panelists at the seminar also shared Finkelstein's view that the consumer product company mergers could affect buyers' attitudes toward station values.

Alan Gottesman, an analyst with PaineWebber, said he did not believe that advertising spending would necessarily be cut by any of the food companies at issue. Because purchasers are for the most part already involved in the food business, "nobody would have to learn the lesson of why to advertise." Nobody would have to learn the lesson, either, of reacting to one's competitors' advertising, he added.

On the other hand, bankers taking over a company might not be as knowledgeable, he said. "That's a lesson to be learned," he said. But the lesson would inevitably be learned, thus restoring advertising budgets, he said.

Gottesman also said that he did not believe that the situations of food product manufacturers were analogous to those of the retailers mentioned in Appert's study. Whereas a merger of two retailers might result in consolidated advertising, different food product lines would still require a certain amount of advertising per sale no matter who owned them, he said. ☐

TCI looking at a "less is more" channel strategy

MSO examines ways to improve programing and promotion of existing services as way to increase share of advertising pie

Tele-Communications Inc. is looking toward reducing the number of channels it carries and devoting more resources to improving existing cable programing services and promoting them better. The emphasis would be on improving the ratings of the cable networks, which would produce a more substantial share of the advertising pie.

"TCI is thinking about reducing our channels, not because we want to reduce channel opportunities to the consumer, but many times we put on channels which are low quality, where the consumer gets upset," said John Sie, senior vice president, programing, TCI, during a cable-telco seminar in Atlanta last week. "Unfortunately, our value [as perceived by the customer] is only as good as our lousiest channels."

Programing costs are enormous, said Sie: "Ask ABC, NBC or CBS. If we have 30 channels, that's a lot of channels to program 24 hours. I don't mind if we have good quality programing that the person does not watch. But when we have shlocky programing or low production values or objectionable programing, then somehow consumers think they are paying for that."

He acknowledged that "cable's rating is very small," and said "advertisers don't like to deal with 1's or 0.5's." They want 10's, he said. "Now, we can't get a 10 if we keep adding those fragmented channels, so at TCI we're studying what consumers think are good and bad services, whether they watch it or not. We should really reinvest our money into improving the quality and promote the product we have, so that we can have a robust next phase of growth, which is advertising."

If networks "can do a good job with three channels with $10 billion in revenue," he said, maybe cable can get one-third of that revenue with 20 channels. "I'd be very happy" with that, he said.

Sie believes the phone company is pushing fiber without considering whether consumers want or are willing to pay for all the services that capacity would afford (see page 54). HDTV, he contends, can be delivered with the present 6 mhz technology, without the need for fiber, using the Ferrugia system (BROADCASTING, June 13).

"So while we certainly have the capability to rebuild and add channel capacity through [fiber] backbone, it's not at all clear that more channels are better," Sie said. The channel capacity race from 30 to 40 to 50 to 100 "really didn't come from any consumer demand," but stemmed from "a mindless franchising frenzy." Sie said TCI is looking at "how we optimize this plant we have, and one of the first things we have to look at is the channel lineup we have. And probably we'll take off some of the poorer-quality channels."

Sie said later that TCI does not see fiber as a solution for increasing channel capacity, since more is not necessarily better, or for implementing HDTV. "We view fiber purely as a technology," he said, which will be used to improve analog technology by providing better pictures more reliably and cheaply.

The optimal number of channels seems to be between 30 and 40, he said, depending on the number of off-air stations and other variables. In Pittsburgh, he said, TCI has reduced the number of channels from 66 to 44, which has produced "far better programing" for the consumer. He said the company is not against adding new services, but would want to ensure that any that are added are of good quality. ☐

No hope for 'Ryan's' soap

Affiliate preemptions of ABC's noontime serial drama, *Ryan's Hope*, last week spelled death for the half-hour show. Network officials have decided to cancel the soap opera as of Jan. 13, ending a 13½-year network run. The move will allow the current half-hour infotainment show, *Home*, to expand to an hour.

Clearances for *Ryan's Hope* had deteriorated to approximately 75%, according to figures provided by A.C. Nielsen, as affiliates, including many in major markets, had decided to air their own noontime newscasts instead. *Growing Pains*, which currently runs at 11 a.m., will be moved to noon.

Within recent weeks, *Home* has added George Merlis as supervising producer. Merlis had previously worked with the show's executive producer, Woody Fraser, on *Good Morning America* wood community is to buy shows from them and give them good time periods. Anything else is just. . . window dressing." But Tartikoff added that the networks also were looking at a new Hollywood structure: "Although you do have certainly some power still left...it really resides now, I think, in the dozen to 20 key writer-producers who can literally get a commitment from ABC, CBS, NBC, Fox, Turner, HBO, Showtime, whatever."

The president of NBC Entertainment said that he in fact turned down a chance from one of those key writer-producers, Carsey-Werner, which went to NBC first with *Roseanne*. The prime time sitcom is instead on ABC, where it has gotten off to a good ratings start. Tartikoff explained that Carsey-Werner had made a "rudimentary pitch" and on the basis of that pitch asked for an "episodic commitment." All NBC wanted to commit to was a pilot: "We were trying to stress the importance of making changes and making improvements on [Carsey-Werner's existing show on NBC] *A Different World*. And so we ended up leaving it at that...I don't think it's clear whether the choice is right or wrong...whether we should have offered six episodes to a comedienne who had never acted before..."

As for the sitcoms NBC has premiered, *Empty Nest*, *Dear John* and *Baby Boom*, Tartikoff said he had no complaints.

Tartikoff explained the purpose of the new program development group of which he was recently named chairman: "We can no longer operate in a blue-sky environment, where everybody in the company sort of goes about on their own, developing or doing projects without ever telling the other people what they're doing."

As an example, he said that previously he found out about the news division's daytime pilots after they were made: "Nobody ever consulted with us. They might have been told that there really wasn't a way to clear those kinds of programs where they were intended to go."

The owned stations may initially be the most involved and could be used to test out ideas, said Tartikoff: "It's to look at the similar kinds of things that we're involved in. We're very involved in the development of game shows. The owned stations are always in the market for late-afternoon programing."

The group, Tartikoff said, would be helping to shape the "concept" of a prime time news magazine, but, he added, it "would not be involved in the content or the producing of that magazine."

ABC's mini-series *War and Remembrance* would probably win its time periods this fall, Tartikoff conceded, noting that some of NBC's plans to counterprogram it were in dispute. The writers' strike hindered production of about half of the "missiles" that NBC had planned to use against the mini-series, he said.

The president of NBC Entertainment and NBC Productions expects the network in May to be able to mount a better "counter attack" against the second half of the 32-hour mini-series.

Reductions in the standards and practices department at NBC prompted questions to Tartikoff. He answered by saying the main change was that the 20 jobs eliminated (out of 40) were primarily "lower-echelon" personnel whose primary task was to "buck" the problems to higher-echelon department members. The responsibility for bucking up the problems has now been given to the program executives overseeing the various shows, he said.

The NBC executive was called on to defend the standards decision on a recent broadcast of *Saturday Night Live*, which included a make-believe game show, "Jew, not a Jew." Tartikoff said although the content of the segment was not changed, a "compromise" decision was made to move the skit to the back of the show: "We eventually allowed it to go on because the producer of the show is Jewish; the writer of the show is Jewish; the broadcast standards officer is Jewish...myself being Jewish. We all looked at it and said it did play on several levels and just didn't play on shock value of saying the word Jew so many times like that..." Tartikoff described reaction to the show as not "inordinate." □

New soap. Beginning in March 1989, NBC will increase its daytime soap opera schedule by one half hour with the addition of *Generations*. It is expected that the network will use the 30-minute drama as a lead-in at 12:30 p.m. to its afternoon block of hour-long soaps, which currently begin at 1 p.m. Making way for the new soap will likely be one of the network's game shows. NBC's game show block begins at 10 a.m. with *Sale of the Century* and ends at 12:30 p.m. with *Scrabble*. Likely targets for cancellation are NBC's three lowest-rated games, *Super Password* 12-12:30 p.m., *Concentration* 10:30-11 a.m. and *Sale of the Century* at 10-10:30 a.m. *Generations* was created by Susan Sussman, former writer for *The Young and the Restless*. The show is produced by NBC Productions, with Sussman serving as executive producer.

New host. Industry sources say Barris-Guber-Peters will announce soon that comedian Paul Rodriguez will replace veteran game show host Bob Eubanks as the host of the *New Newlywed Game*. The company declined comment, but sources said the switch is expected to be made the week of Dec. 5. The show, now in its third season, has suffered from stations putting it in less desirable time periods, and a number of strong affiliates have dropped the show, to be replaced by weaker independents, according to a program analysts.

Silence broken. Marina Oswald, wife of the accused assassin of John F. Kennedy, Lee Harvey Oswald, has consented to do her first TV interview since the Kennedy assassination 25 years ago. The interview is expected to take place live as part of Jack Anderson-Saban Productions' prime time syndication special, *American Expose: Who Murdered JFK?*, to air Nov. 2. "We have her promise" for an interview, said a source in Anderson's Washington office. The special will address the theory that there was an international conspiracy behind the assassination.

NBC wins week five; CBS, ABC tie for news

The World Series put NBC on top for week five (ended Oct. 23), when the network scored an 18.7 rating and a 30.5 share. ABC maintained its hold on second place with a 13.9/22.6, while CBS closed out with a 12.7/20.7. ABC and CBS tied in the evening news race with a 10.2/20. NBC pulled in an 8.9/18, due in part to low coverage because of the World Series broadcasts. The combined rating for the three networks was a 45.3, or 40.9 million households. This figure is up from week four's 38.5 million households.

Nielsen	□	Net	
1	26.3/43	N	World Series, game 5
2	25.9/42	N	Cosby Show
3	24.7/40	N	World Series, game 3
4	24.0/39	N	World Series, game 4
5	23.7/35	A	Roseanne
6	21.8/34	A	Who's the Boss?
7	21.1/33	N	NBC Monday Movie
8	20.7/35	C	60 Minutes
9	20.3/31	C	CBS Sunday Movie
10	20.1/30	C	Murder, She Wrote
11	19.2/33	N	Golden Girls
12	19.1/30	A	Growing Pains
13	18.8/29	A	Head of the Class
14	18.6/30	N	ALF
15	17.7/27	N	Hogan Family
16	16.5/29	N	Empty Nest
17	15.8/26	N	NBC Sunday Movie
18	15.4/24	C	CBS Tuesday Movie
19	15.2/27	A	Full House
20	15.1/26	A	Monday Night Football
21	14.9/23	A	North and South, part 5
22	14.9/23	C	60 Minutes Retrospective
23	14.8/26	C	CBS Friday Movie
24	14.5/22	A	Mission: Impossible
25	14.2/24	A	Mr. Belvedere
26	14.2/26	N	Amen
27	14.1/26	A	Perfect Strangers
28	14.1/25	N	NBC Friday Movie
29	13.8/22	A	North and South, part 2
30	13.7/25	N	227
31	13.4/24	A	20/20

Nielsen	□	Net	
32	13.3/22	N	World Series, pregame 3
33	12.8/22	A	Just the Ten of Us
34	12.8/20	A	North and South, part 1
35	12.8/20	A	North and South, part 3
36	12.8/20	N	NBC Movie: Goonies
37	12.7/20	C	CBS Monday Movie
38	12.3/21	N	World Series, pregame 4
39	12.0/22	A	North and South, part 4
40	11.3/21	N	Secrets Men Never Share
41	11.2/20	N	Something Is Out There
42	11.0/17	C	CBS Thursday Movie
43	10.5/19	C	This Is America, C. Brown
44	9.9/18	C	B. Bunny: Video Stars
45	9.8/16	C	Wiseguy Special
46	9.6/15	C	48 Hours
47	8.4/14	A	Incredible Sunday
48	8.2/13	C	Smothers Brothers Special
49	8.0/13	A	MacGyver
50	7.9/15	C	West 57th
51	7.4/11	F	America's Most Wanted
52	7.3/11	C	High Risk
53	7.0/13	C	Live! Dick Clark Presents
54	6.6/10	F	Married...With Children
55	6.3/11	C	Simon and Simon
56	5.2/9	F	21 Jump Street
57	4.0/7	F	Reporters
58	3.9/6	F	Gary Shandling Show
59	3.5/5	F	Tracey Ullman Show
60	3.4/6	F	Beyond Tomorrow
61	2.9/5	F	Duet

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